



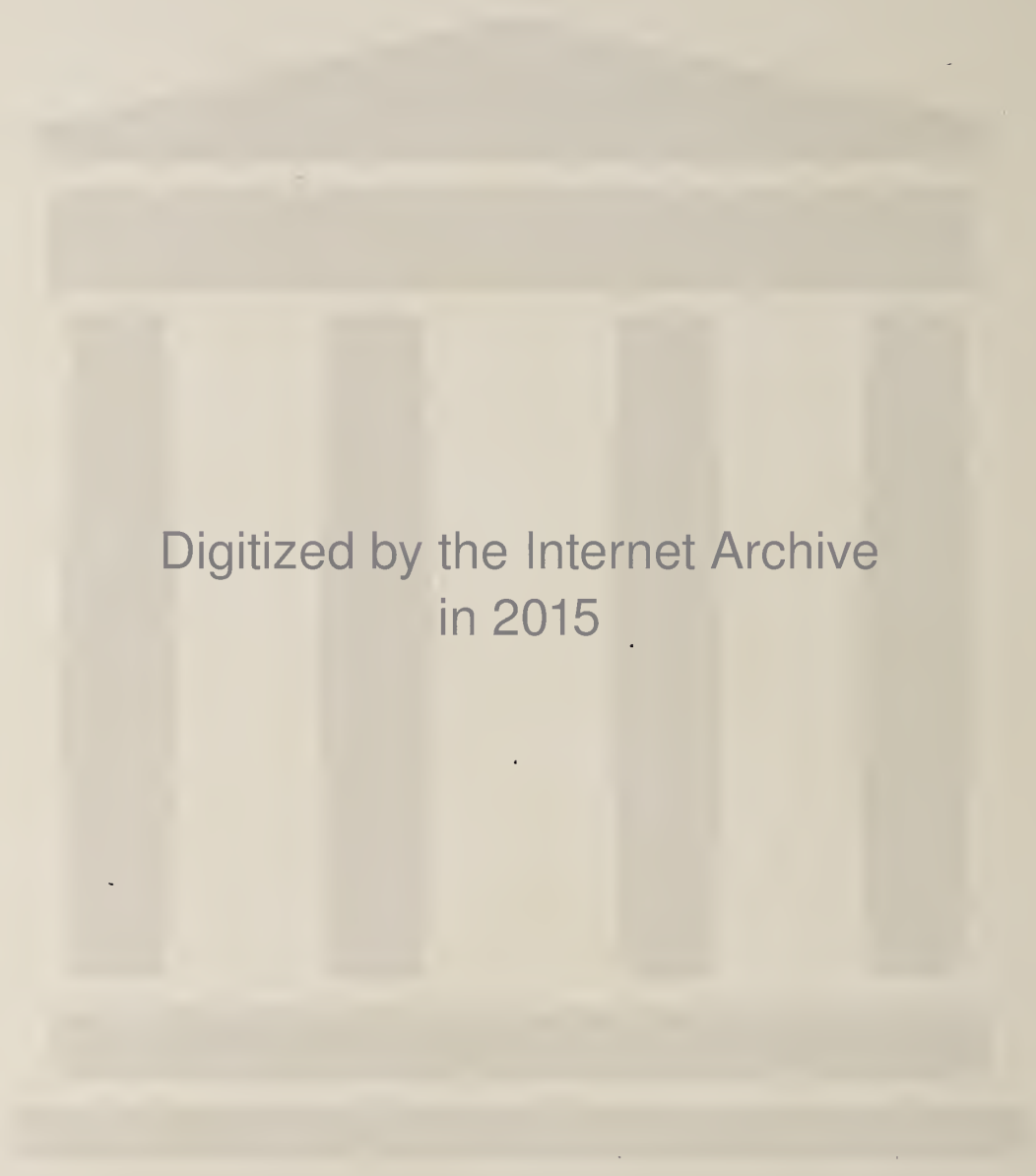
1928

Tenth National Convention

THE AMERICAN LEGION

SAN ANTONIO, TEXAS

OCTOBER 8~12



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To the Members of The American Legion and
The American Legion Auxiliary:

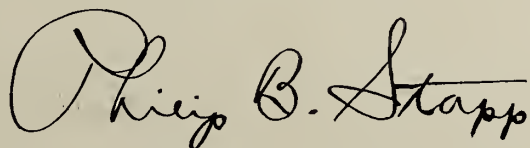
This Yearbook is presented to you as a memento of the Tenth National Convention of The American Legion in San Antonio October 8 to 12. This convention, the first to be held by the Legion in the great Southwest, is also noteworthy in that it marks the rounding out of the first decade of the Legion's existence.

No expense or effort, accordingly, has been spared to make this Yearbook a work of art and a thing of beauty, in every way worthy to be kept in commemoration of this convention by every member of our organizations.

This has been made possible by the support of public-spirited American advertisers whose advertisements appear in these pages.

All things being equal, any preference which you may be able to show to those who have advertised in this book will be appreciated by the Tenth National Convention Bureau of The American Legion.

Very truly yours,

A handwritten signature in cursive script, reading "Philip B. Stapp". The signature is fluid and elegant, with the first name "Philip" being the most prominent part of the script.

General Convention Director.



GOVERNOR DAN MOODY



MAYOR C. M. CHAMBERS

SAN ANTONIO'S WELCOME

to the

AMERICAN LEGION

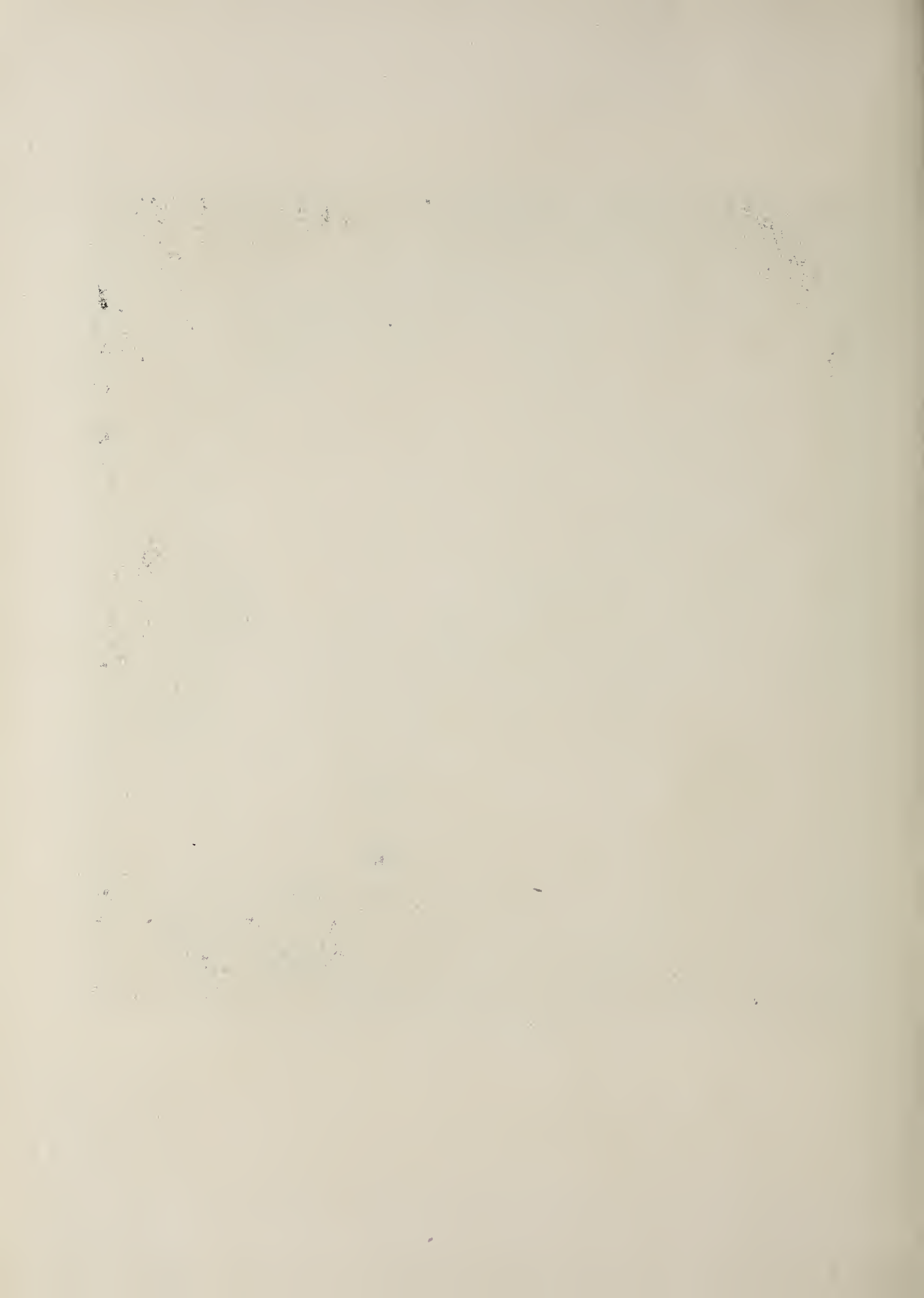
*To those who wore the khaki
Neath the red, the white and blue,
San Antonio's voice is ringing
With a welcome that is true.
The pride of all the southland,
Where balmy breezes play,
Holds her arms in greeting
To the boys of U. S. A.
A key of gold to open
Our portal, we will give
To those whose lives were offered
That we might better live.
Mocking birds will tell them
Of things we can not say
About the fields of poppies
Where comrades rest and stay.
And within our sacred shrine,
The Alamo, they stand,
To bare their heads in reverence
And clasp some unseen hand.
Some will know and realize
From lessons over there
What these gray crumbling walls
Mean to Texans everywhere.
They came to us once before
Within our camps to train;
Now, we're glad to say—
We want them back again.
There will be joyful music
And we'll wave Old Glory high,
For the clouds of war have lifted
And doves of peace soar by.
Welcome, American Legion—
The great fraternity—
Just a bunch of "buddies"
Of one loyal family.*

MARTHA STORM WILLARD.



THE ALAMO



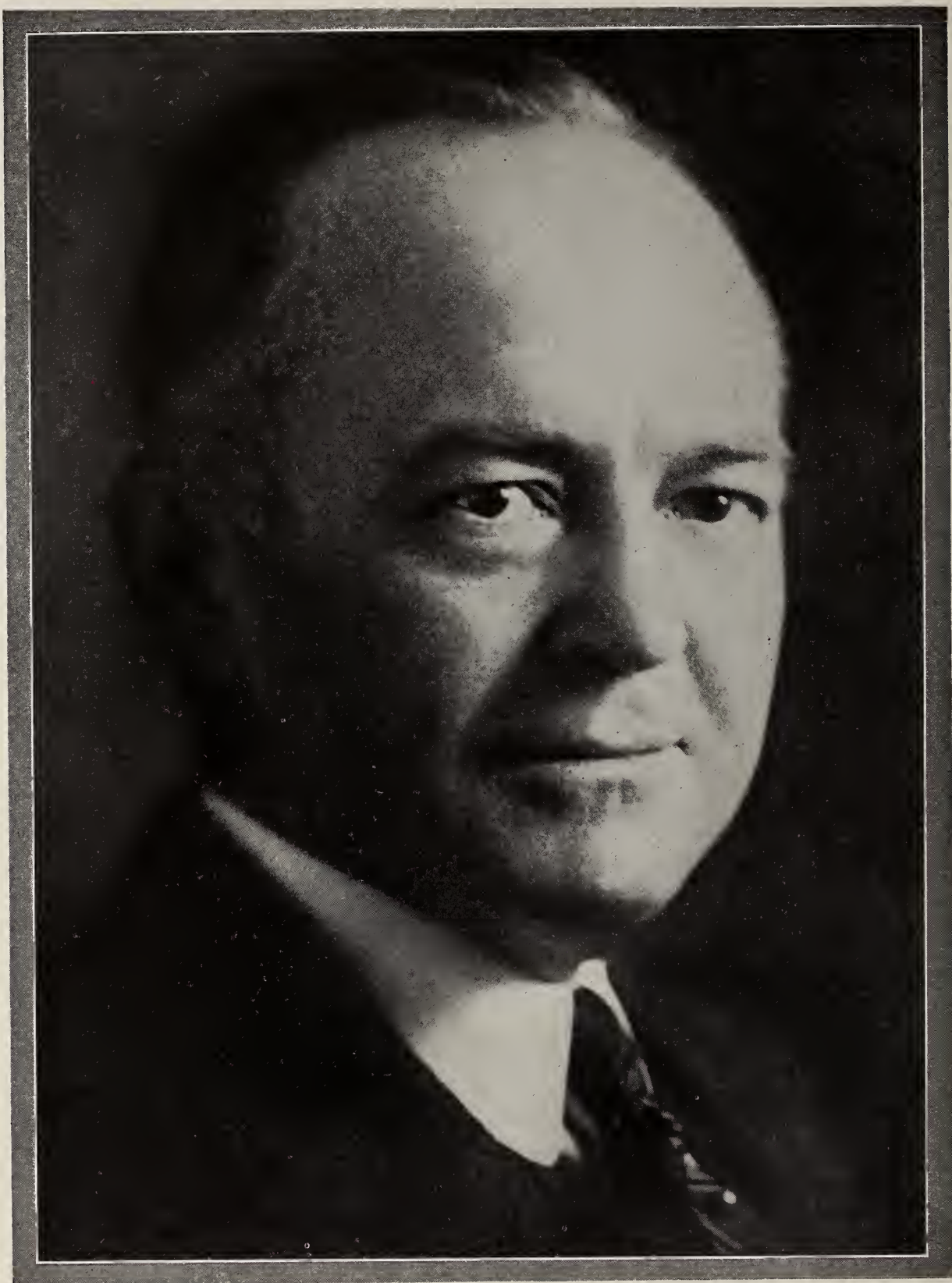


ON BEHALF of the citizens of San Antonio, I send to you members of The American Legion and the American Legion Auxiliary greetings from your 1928 national convention city and assure you of the warmth of the welcome which awaits you upon your arrival here.

SAN ANTONIANS esteem it a high honor and privilege to entertain the men and women of the Legion and its Auxiliary. We are leaving nothing undone to provide for you during your stay the greatest program of entertainment ever planned for a convention.

THE CITY OF THE ALAMO, cradle of Texas liberty, scene of World war training for thousands and thousands of men, looks forward with eager anticipation to the coming of those who served so well when their country called in 1917-1918 and who still through the Legion and its Auxiliary serve wherever opportunity for service offers.

C. M. CHAMBERS,
Mayor of San Antonio.



NATIONAL COMMANDER EDWARD E. SPAFFORD

The 1928 Convention

RODEO, prize fight, battle exercises, air circus. Broadway show, Mexican revue, City of Mexico Police Band, trips to the Border cities, bull fights, Spanish fiestas, a special tour to Mexico City itself!

All these things, forming a mammoth program of entertainment for the huge crowds which are expected to set a record in numbers at the tenth annual convention of the American Legion at San Antonio October 8 to 12, will make this convention the greatest of truly great conventions in the history of the Legion and its Auxiliaries. And how!

Never before has any host city gone to the limits in preparations for entertaining the convention to which the Alamo City is going and has already gone. Nothing is being overlooked, nothing allowed to go undone which will add an iota to the comfort and pleasure of the city's tens of thousands of guests during the Legion gathering.

RODEO IS HEADLINER

HEADLINING the convention entertainment program as the *piece de resistance*, as the gang that traveled in the funny little French boxcars say so glibly, is the greatest, "buckinest" rodeo of 1928. No expense is being spared by the promoter, W. T. Johnson, rich San Antonio cattleman, to eclipse all previous rodeo records. He has just returned from a trip of inspection lasting several weeks in which he visited all the herds of tough, outlaw horses in New Mexico and Arizona, buying up the wildest, fightingest, pitchingest critters in the lot for this rodeo. Among them are several man-killers with vicious records.

Johnson takes a special pride in doing this—doubtless as a mark of respect to the memory of his son-in-law, Lee Robinson, one of the greatest rodeo performers since the round-up came out of the west to become the sport supreme of all cattle countries. Robinson was killed in a terrible accident two years ago.

BEST COWHANDS COMING

PRIZE money has been hiked to \$25,000 for this Legion convention contest—the biggest prize money being offered this year. All the best cowhands, those that swing the wickedest lariats in the country, will risk their necks to entertain the convention crowds. Trick and fancy riding, clowning, steer and calf roping and tying, bronc riding, steer riding, bulldogging and all the stunts that make the rodeo arena one of the greatest sport fields in the country will be on the program.

Twelve performances will be given, beginning with one on Saturday before the convention and running two

a day throughout convention week with the exception of Tuesday, when none will be staged in the afternoon on account of the great convention parade. Different performers will be on hand for the various events on each day. Fully 200 cowboys and cowgirls are expected to compete. In addition to the regular competitions, numerous specialties will be staged. Mabel Strickland, champion lady steer roper and tier, and Fox Hastings, only successful lady steer-rassler, will do their stuff before the convention crowds.

ACTION A-PLENTY

ACTION is the very essence of this entertainment event. Action is the heart, likewise, of the prize fight which will be staged at Fort Sam Houston. This will be none of your pink tea affairs, men. It will be a battle supreme to a decision. And leading contenders for the world's welterweight title will be cast for the star roles in this convention act.

Thrills a-plenty there will be also in the spectacular battle exercises which the famous Old Second Division, that battled its way through so effectively at Chateau-Thierry and on down the Hindenburg line in France, will stage. And many of the men who saw service with the Second in the days of '17 and '18 will be on hand to see their successors in the ranks do their stuff. Tanks, airplanes, liquid fire, gas and all the latest devices of war will be employed in this battle thriller. The exercises will be the most comprehensive and impressive battle maneuvers staged in the United States since the days of the war.

THRILLERS IN AIR CIRCUS

AMERICA'S greatest fliers will do their ace stunts, with plenty of added thrillers, for the convention crowds. The air circus will be another genuine convention thriller, the greatest air carnival ever staged among the clouds. With the stars of aviation participating, the convention will behold a dazzling exhibition of all that is spectacular and amazing in flying.

Right in the same class with these other A-1 attractions will be the two shows which will feature the convention. One of them will be straight from Broadway with its girlies, pony choruses and all that goes to make up an extravaganza of parts in America's show capital. The other will feature the best singers and dancers from Mexico's capital city, in an enchanting Mexican revue. This show, with its señoritas, its castanets and tambourines and guitars, its sombreros and mantillas, its fandangoes and other exotic dances, will be a real treat for visitors.

An added Mexican musical touch



San Antonio River



will come from the appearance of the famous Mexico City Police Band, one of the best known musical organizations in the world. These musicians will be on fire to outdo themselves for San Antonio's guests.

DOWN ON THE BORDER

IN ADDITION to this entertainment program extraordinary, which will be staged at San Antonio during the convention, there will be marvelous side trips, days of pleasure and adventure, along the Border. Here in the Magic Valley of the Lower Rio Grande and in the Winter Garden convention visitors will see the greatest new agricultural development in America, the chief producers of winter and early spring vegetables for the markets of the country, the home of a great and growing citrus industry.

One excursion will go to Raymondville, McAllen, Harlingen, Mercedes, Mission and the other cities and towns which are making history in the development of the Lower Valley. This excursion will end with a celebration at Brownsville and Matamoros, just across the Rio Grande.

BULL FIGHTS AND FIESTAS

BULL FIGHTS and Mexican fiestas will be the order of the day for these Border excursions. Laredo and its Mexican counterpart, Nuevo Laredo, and Eagle Pass and its twin on the south side of the river, Piedras Negras, will stage bull fights morning and afternoon.

Civil and military authorities and citizens on both sides of the river are co-operating closely and raising large sums of money for the entertainment of the thousands who are expected to take advantage of this opportunity to see the border with its Mexican life, picturesque Mexican customs and charming ways.

An irresistible urge will be felt by those who have seen the life of Mexico to see it again. These trips offer for those who have never seen the customs and scenes, so different from what convention visitors are accustomed to in the States, an opportunity that should not be passed up.

OLD MEXICO BECKONS

AND BEYOND the Border—Old Mexico beckons, land of fire and romance, passion and charm, beauty and mystery. To the very capital of the Republic to the South a special convention-tour will carry those enroll-

ing for this party. Penetrating to the very heart of this land of wonders and delights, this tour will bring those who take it into touch with all that is most picturesque and colorful and most *different* in Mexico.

THE PARADE GOES BY

TYPICAL of the entire convention with its wealth of entertainment in San Antonio and on the Border excursions and the trip into Mexico; marking the culmination of this as of all previous conventions; summing up in one supreme moment the very being of the Legion; giving triumphant expression to its power and its significance in the life of America—is the great parade.

To give it proper place in the convention program, the entire day of Tuesday, October 9, will be given over to it. This will avoid the confusion and the hurry, and especially the marching as the shades of night fall upon the city, which have been characteristic of previous gatherings.

MARCHING HOSTS SWING BY

FORMING at 10 a. m. on North Alamo street, the parade will move south to the corner of Houston street, where on Alamo Plaza stands the postoffice. One of the first of the many large buildings which have sprung up in the metamorphosis of this frontier military stronghold into the business metropolis of a great South-western empire, the postoffice is in the fortress style of architecture which the long history of the city as one of the chief seats successively of Spanish, Mexican and American military power indicates.

Swinging right down Houston street, the Legion will pass through the leading business district of the city. From General Sam Houston, one of the great figures in Texas' early history and president of the Republic of Texas following its declaration of independence from Mexico, this street, as well as the fort located here, took its name.

WHERE LEE COMMANDED

FIRST spot of historic interest on the line of march is the northeast corner of Houston and St. Mary's streets, where today stands the Gunter Hotel. On this site stood the old military post commanded by the then Lieutenant Colonel, later General Robert E. Lee, just before the War Between the States. A room in the second story of the building was used as his office when he was commander of the Department of Texas. In February of 1860 he succeeded in command at this post Colonel Albert Sidney Johnston, another of the great leaders of the Confederacy.

Next point of interest on Houston street is the Buckhorn curio shop, formerly the Buckhorn saloon in the days before Volstead wrote the law of the land. Its outer walls decorated with many pairs of antlers set in the masonry, this place with its extensive and highly interesting collections of curios is known to every man who soldiered on the Border or trained in San Antonio.

"OLD BEN MILAM"

FARTHER on is a double point of interest, Santa Rosa hospital, said to be the largest hospital in the Southwest, and Milam Park opposite. This park, one of the 52 parks and plazas which adorn the city true to its Spanish founding, is named for "Old Ben Milam," one of San Antonio's early heroes who lies buried within the park.

When Texans were rising in 1835 against the tyranny of Mexico, a small Texas army laid siege to San Antonio, capital of the Province of Texas under both Spanish and Mexican domination. Men were restless from the delay of the siege, when Milam stepped forward and called for volunteers to "go with old Ben Milam into San Antonio."

More than 300 eager volunteers followed him along Acequia and Soledad streets to the storming of the fortress. From house to house they fought their way to the center of the Mexican position. Entering the yard of the Veramendi House, where lived the Mexican governor, to give an order, Milam fell. The fight went on and San Antonio was taken from the Mexican power.

INTO "LITTLE MEXICO"

SOUTH on San Saba street, around the end of Milam Park, the Legion columns will move to Commerce street. Swinging into Hay Market Plaza, where are located the Mexican chili stands with their hot tamales, chili con carne y frijoles, enchiladas and other succulent Mexican dishes, the parade will enter the edge of San Antonio's "Little Mexico." Points of interest are the Old Mexican Market House, built in 1858, and the Teatro Nacional, leading Mexican show house on American soil.

Past the more-or-less tumble-down ruins of the old Spanish governor's palace the parade will move toward the recently enlarged and remodeled city hall and Main Plaza. Just to the right of the Frost National Bank stands old San Fernando Cathedral, affording with the bank an interesting example of the existence side by side in San Antonio of the old and the new order of things. In the archives of this old church, first founded in 1734, destroyed in large part in 1872 and re-opened in 1873, are the marriage records bearing the signature of James Bowie, one of the men who gave his life in the Alamo and brother of the inventor of the Bowie knife, and Ursula Veramendi, daughter of the Mexican governor. The old cathedral was the headquarters for Santa Ana's army when he was preparing his final attack upon and conquest of the Alamo.

AZTEC CALENDAR STONE

ON TO THE Aztec Theater the parade will pass. This theater reproduces faithfully the architectural ornamentation of the old Aztec rulers of Mexico in the days before Cortez and Coronado. It is noted throughout the country for its beauty. In the lobby is what is said to be the only exact duplicate in existence of the old Aztec calendar stone, the original of which is now preserved in the national museum at Mexico City.

Then on to the Alamo! Sweeping into historic Alamo Plaza, the Legion hosts, after marching through practically their entire route over ground sacred to the dead who battled for Texas liberty, come to the shrine that is most significant in the history of San Antonio and Texas.

Just as the parade debouches into the ancient plaza, it passes the Menger hotel, long famous in the history of the Southwest. With its noted Spanish patio, its alligator garden and its Latin Quarter, this old hostelry was the headquarters of the late President Theodore Roosevelt when he was organizing the Rough Riders.

AND THEN—THE ALAMO!

NOW COMES the supreme moment of the parade—as the great procession nears the Alamo. To the blare of bands, the dipping of the colors, "eyes right" and the exchange of salutes, the men and women of the Legion will parade past the reviewing stand before the national heads of the Legion and its Auxiliaries, before General Pershing, before the governor of the state, the mayor of the city, the commanding general of the Eighth Army Corps Area, the distinguished guests of the convention and a great array of notables.

Heading the host will come the national colors of The American Legion, with its formal escort from the famed Second Division, which makes its home in San Antonio.



MISSION SAN FRANCISCO



MISSION SAN JUAN



MISSION CONCEPCION



CLOISTERS, MISSION SAN JOSE



Arcade of San Jose

Picked troops, a platoon of mounted men, two companies of infantry and two platoons of artillery, will form the color guard.

REVIEWED ON ALAMO PLAZA

NEXT IN the long line will come the national commander of the Legion, Edward E. Spafford, of New York, with the distinguished guests honoring the Legion by presence at its convention. As they approach the reviewing stand, the national commander and his party will fall out of line and take their places of honor to review the marching columns.

First of the many bands in line will be that of Monahan Post of Sioux City, Iowa, awarded for seven consecutive times in national convention competition the title of national champion and official band of the Legion. More than 150 bands and drum corps from cities, towns and even hamlets in all parts of the country will be present to add pep and go to the convention and play the way for the 57 departments as they march each behind its massed flags, Old Glory and the Legion standards—the one most inspiring of all the inspiring and beautiful sights of the convention.

The honorary grand marshal will be the immediate past commander, Howard P. Savage, of Illinois. Savage, who led the Legion on its sacred pilgrimage to France last year, will lead the World war veterans through the flag-gay streets. General Beaumont B. Buck, distinguished San Antonio soldier, hero of Cantigny, Berzy-le-Sec and the Meuse-Argonne, holder of

many medals, will be the active grand marshal.

"NOT ONE LIVED TO TELL"

AND NOW the Alamo! Most noted historic spot in all the Southwest, it has a history comparing with that of any place in the entire United States. To Thermopylae one must go to find a near parallel to the heroic desperation of the fight made by its leaguered defenders.

Here in this old mission, preserved in all its simplicity of pioneer days, a band of 172 Texas patriots fought off for days an army of 4,000 Mexicans under Santa Ana in 1836. In command were Colonel W. B. Travis and Colonel James Bowie. Among their followers was no less a personage than the old scout, Davy Crockett, noted in so much of the history of the frontier from Tennessee to Texas.

HAND TO HAND

FOR DAYS this handful of men held at bay the 4,000, pressing ever closer and closer to the mission. The siege ended on March 6, 1836. Santa Ana's greatly superior force stormed the structure and by sheer power of numbers overwhelmed the Texans. From room to room the Alamo's heroic defenders were beaten back in hand-to-hand encounter. All perished: not one escaped to tell the manner of their death before the foe. Davy Crockett, as tradition hands it down, perhaps from the lips of some more gallant foeman, fired upon the advancing enemy from the sickbed where he lay as long as a round of ammunition lasted. With his life he paid along with each of his comrades.

Doing a column half right after passing the Alamo, the parade will march out Avenue E, past the stately Scottish Rite Cathedral, one of the most beautiful buildings of the order in the whole United States, and disband.

MANY NOTABLE SIGHTS

OTHER things, historic and scenic, there are in numbers to be seen in San Antonio. Many of the most memorable are on the line of march which the Legion will follow that second Tuesday in October. To others side trips will be conducted for the convenience of convention visitors.

Foremost of all the historic spots in and around San Antonio, with the sole ex-



MEDICAL ARTS BUILDING



SAN FERNANDO CATHEDRAL
and FROST NATIONAL BANK



MILAM BUILDING

ception of the sacred Alamo, are the four ancient missions, beautiful specimens of the mission architecture of the Americas and dating from an antiquity of two centuries or more. Founded decades before George Washington led the Continental armies in the long war which sealed America's independence, these missions go back from 50 to 100 years before the justly celebrated missions of California.

FOUR ANCIENT MISSIONS

NEAREST to the city and best preserved likewise is Mission Concepcion, a building of very great interest with its blurred remains of ancient frescoes, which in their present state speak eloquently of what must have been their former brilliant beauty. First established in East Texas, not far from the present site of Houston, the mission was removed to the vicinity of San Antonio in 1729. Built in the form of a cross, its twin towers are crowned by a Moorish dome, which still today on special occasions echoes back wonderfully the liturgy of the church.

"Most beautiful of all the world's missions" is the way Mission San Jose has been hailed by critics of art and architecture. The sole remaining tower of this mission fell recently, but is now being reconstructed exactly as it was in its original state and will be completely restored before the Legion convention. Of special interest in this mission are the wonderfully carved facade and the famous rose window.

LOVE DROVE HIM ON

LEGEND has it that these carvings were done by Huicar, a sculptor with a bright future in his native Spain. Loss of a sweetheart drove him into the Texas wilds to seek forgetfulness—with the soldiers of His Spanish Majesty and the padres who pressed on among the savage Indians on their mission for sword and cross. He left the marvelous carvings of facade and window to bear witness to a genius which triumphed over every difficulty to flower mightily amid the untamed wilderness of huisache, mesquite and cactus.

Mission San Juan, very plain and simple in construction, is still used as a chapel by the people of the little village near at hand, who are said to bear in their faces and characteristics more traces of their Indian ancestors than are found elsewhere in Texas today.

AQUEDUCT BUILT BY INDIANS

CLOSE to this mission is the old aqueduct built by the Indians under the direction of the friars of a century and a half or two centuries ago. Still in use today, its waters are carried over Piedra creek by low, massive arches as they flow to the homes about the fourth mission and to the ranches



Old Spanish Aqueduct

beyond. This old irrigation system, perhaps the first of its kind in the United States, may be seen on the road from San Juan to Mission San Francisco.

This latter mission, the fourth in the series and in certain respects the most interesting of them all, is distinguished chiefly by its tower from which through nearly two centuries its bells have summoned to worship, first in the wild frontier and then on through the years as the course of civilization worked its way with the great state which it still adorns.

Brackenridge park is a spot of scenic beauty and interesting for its sunken garden, beautifully illuminated at night; its Japanese tea garden, its Mexican village, its burro park, its zoo, Witte museum and many other things.

LIGHTS TWINKLE ON

WITHIN the city the silvery San Antonio river has its rise—in noble springs that gush from rocky ledges. Vari-colored lights over the river in the down-town district give it something of the charm of Venice and its lagoons. At the north edge of the city is the beautiful Olmos dam, with an elevated causeway with hundreds of electric lights which twinkle along the edges of the dam at night like a great line of fireflies drawn up in company front across the dark ravine below the cliff-like hillsides on either border of the valley.

Of special interest to Legion and Auxiliary members will be the camps and flying fields in and around San

Antonio where tens of thousands of World war veterans trained. Fort Sam Houston, Kelly Field, Brooks Field, Camp Travis, Duncan Field, Camp Stanley, Camp Bullis, the officers' training camp at Leon Springs, the arsenal—what veteran is there to



M.K.T. DEPOT



SOUTHERN PACIFIC DEPOT



MISSOURI PACIFIC DEPOT



HOUSTON STREET



OLMOS DAM



OLD MEXICAN MARKET HOUSE

whom these names do not bring up active memories of the days when they were writing history in the uniform of the United States? More than usual interest will be found, likewise, in the great air center now being established here, which is being developed at a cost of \$10,000,000 into the "West Point of the air."

WONDERFUL CONVENTION HALL

AND THE municipal auditorium! In this wonderfully beautiful structure, built at a cost of more than \$2,000,000 as a memorial to the men who served their country in the greatest conflict of all time, the Legion will gather for its convention sessions. This is said to be the finest municipal auditorium in the south and is without question the finest and best adapted structure in which a national gathering of the Legion has ever assembled. Covering six and one-half acres in the very heart of the city, it will seat more than 6,000



SCOTTISH RITE CATHEDRAL

people, has splendid committee rooms and other facilities for the convention and is in all respects ideally fitted for the Legion's needs.

While the business and official sessions of the Legion convention are under way in this noble structure, reunions, formal and informal, of war-time comrades will be taking place all over the convention city. The Forty and Eight will be meeting in the Elks' Club; the American Legion Auxiliary in the First Baptist Church.

REUNIONS EVERYWHERE!

ELABORATE plans for reunions are being worked out by the associations of the Second Division, the Ninetieth, the Third, the Fifth and others. Many other outfits are expected to have round-ups during the convention.

Truly, with so much to do; so much to see; so much to enjoy, the Tenth Annual Convention of The American Legion from October 8 to 12, under the famous sapphire skies which make of San Antonio America's favorite playground, will make a powerful bid to go down in the history of the organization as the most successful, the most elaborate, the greatest convention it has ever held.

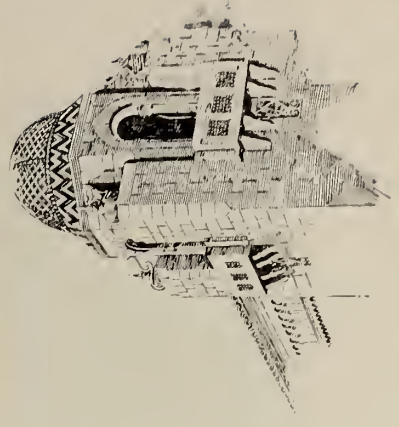


SOME DISTINCTIVE SAN ANTONIO HOMES





MUNICIPAL AUDITORIUM
Where Legion Hosts Will Assemble





GENERAL JOHN J. PERSHING



COL. CHARLES LINDBERGH

WILL ROGERS



KENESAW M. LANDIS

TRAINING DAYS IN TEXAS



IT'S A regular home-coming, this national convention of the Legion at San Antonio. More than half a million men received their training for World war service in the nearly 60 camps and fields in Texas.

At San Antonio more than 200,000 men were trained at Fort Sam Houston, Camp Travis, Camp Stanley, Camp Bullis, Kelly Fields Nos. 1, 2 and 3, Camp Normoyle, the San Antonio Arsenal, the officers' training camp at Leon Springs. The convention will be for all these a visit to old familiar scenes.



San Antonio: GREAT MILITARY CENTER



CAMP
STANLEY



SAN ANTONIO has been and is justly proud of the high position which for more than three-quarters of a century it has held as the chief seat of military power of the United States.

During the world war it was the training center for more soldiers probably than any other city in the country. Since the end of that greatest conflict of all time the military forces of the nation have concentrated here in large numbers.

Fort Sam Houston serves as the headquarters for the Eighth Army Corps Area. The famous Second Division, one of the most noted of World war fighting organizations, calls San Antonio home.

WEST POINT OF AIR

IN SAN ANTONIO is likewise the greatest aviation center in the country. Here soon will be the "West Point of the Air," the seat of the nation's major air training program.

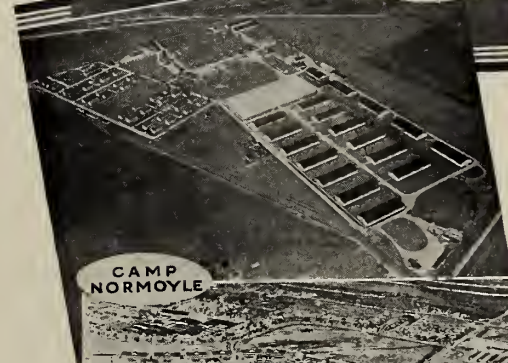
Twenty million dollars is to be spent within the next few years in the development of this great new air center project. Construction work is to start within the next month or so on a large tract east of San Antonio. The session of congress just closed authorized the appropriations for this phase of the work. Nearly \$5,000,000 is to be spent on this first development. This field is to be called Randolph Field, in honor of one of aviation's heroes.



KELLY
FIELD



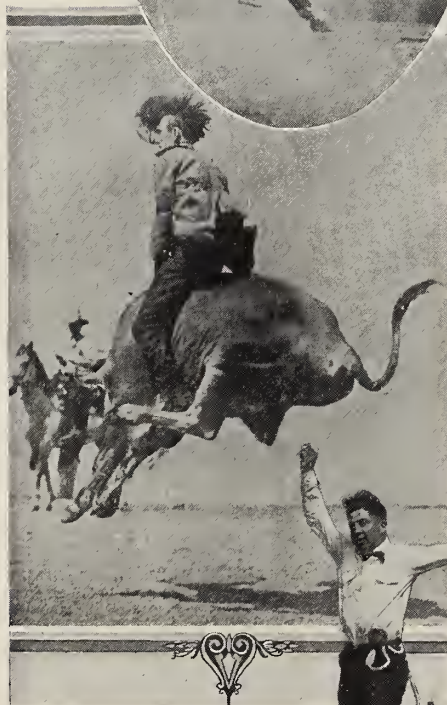
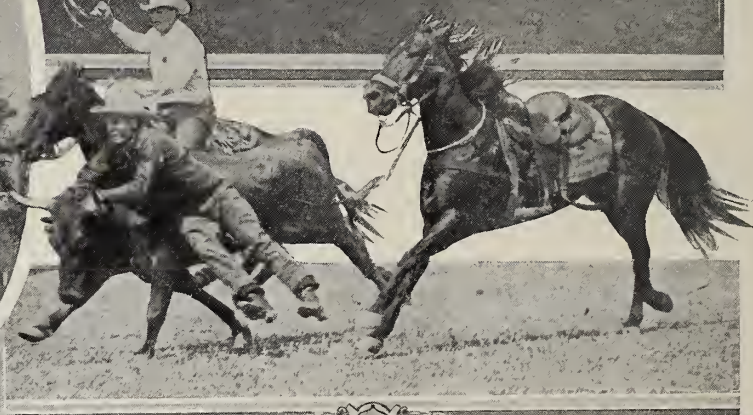
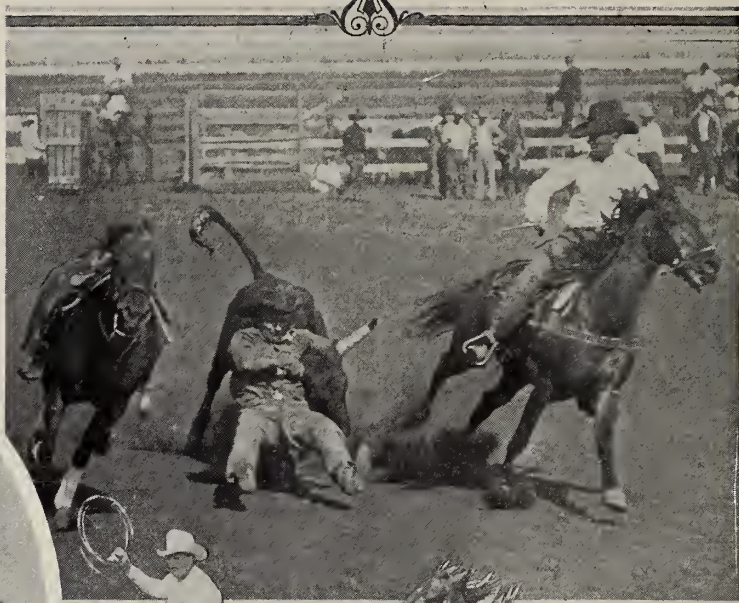
BROOKS
FIELD



CAMP
NORMOYLE



FORT SAM
HOUSTON



*Action, action,
action, will be
the keynote of
the Legion's big
convention rodeo*

Unsurpassed Feats of Skill Make Rodeo Spectacle Supreme

UNSURPASSED feats of skill and prowess, of unerring eye and sure hand, of steeled nerve and alert brain will make of the rodeo at the Legion national convention a spectacle supreme of the most brilliant showmanship. Two hundred cowboys and cowgirls, champions in every trick of the game, will contend for the world's honors in this sport and for the biggest cash prizes (more than \$25,000) offered this year. Herds of outlaw horses, man-killers among them, have been bought up specially from the toughest, wildest round-ups in Arizona and New Mexico. And the steers and calves that do their stuff will be not one whit behind cowhands and cowponies in class.

Arenas from the time of Nero and before on down through the centuries have witnessed many a mighty combat, many a contest that set the nerves a-tingling with the danger and the immensity of it, many a great spectacle of gorgeous splendor. Few have seen a show more replete with thrills and dangers, more chockful of all that goes to make the spectacular more spectacular still, than this Legion rodeo will display to the convention crowds.

COWBOY BAND PLAYS

THE FAMOUS cowboy band of Simmons University at Abilene, Texas, known throughout the United States, will play during the rodeo, with its 50 musicians decked out in their cowboy ten-galloners, their chaps, their red handkerchiefs and their gaudy shirts. They will have with them a full line-up of clowns and stunt performers. This one feature will add much of the spectacular to a show already brilliant with thrilling stunts.

Just as an interesting sidelight on the mammoth scale of this round-up and on the lavish way in which it is being put on: A wonderfully made saddle, with the most delicate hand-tooled work, in designs that are pleasing even to the casual eye, and with intricate gold and silver work inlaid, will be presented to one of the winners. In this saddle, bought from an El Paso manufacturer for \$5,000 and second only to the noted \$10,000 saddle of Miller Brothers' 101 Ranch, is \$1,865 worth of gold and \$450 worth of silver.

THE SHOW IS ON!

THE CHUTES swing open! In charge outlaw horses, outlaw cattle. Fire, energy, defiance, love of freedom, disdain of conquest breathe from every blazing nostril, shoot from every gleaming eye, speak in every quick-nerved move.

Cowboys and cowgirls, the best in the land, await the signal. Mounts stand ready. Lariats are poised for the quick out-shoot upon the defiant opponent.

The rodeo is on. Strength of horse and bull, skill of man are pitted against each other.

Amazing exhibitions of skill and endurance there are. But this is no mere heaping up of stunts. A rodeo is not a circus, nor a wild west show. It is a contest, conducted under rules as definite, rules as carefully enforced as in a football set-to or a baseball game.

Champions and contenders meet to determine the title holders for the new year—spurred on by the cash prizes offered by the management. Event follows event with the precision and regularity and careful arrangement of a track and field meet.

"OUT OF THE WEST"

OUT OF THE west came the rodeo—the west with its great open spaces, its he-men, its supremely skilled riders, its broncs, its cattle, its adventurers, the very loneliness of its long vigils upon the plains.

"Ridin' home when light is failin'
And the draws are dim and still,
I can hear the coyote wailin'
In the shadows by the hill—
'Ah-ee-e! Ah-ee-e-e!'
With a lonely sort o' feelin'
Through the dusk it comes a-stealin'
Down to me."

FROM THE CATTLE COUNTRY

AND ANOTHER old cowboy ballad, with its simplicity and directness, tells how

"'Twas way out West where the antelope roam,
And the coyote howls 'round the cowboy's home,
Where the mountains are covered with chaparral
frail,
And the valleys are checkered with the cattle trail,
Where the miner digs for the golden veins,
And the cowboy rides o'er the silent plains"

that the rodeo sprang up to become the sport of sports in all the cattle country—not only in the United States, but in Australia and Canada as well.

Out in this cattle country there are held two great round-ups a year, where the cattle-raisers meet and separate their stock. At these meetings, quite naturally, a rude rivalry developed among the cowboys in sports that they worked out for themselves.

Far from athletic fields, gymnasiums, basketball courts, baseball fields, football diamonds and all the apparatus that goes with them, these cowhands turned to their horses and their cattle for their "apparatus." Riding a bucking horse, wrestling steers, roping cattle—these were the tests that were right at hand. To these they turned. In them they became proficient.

(Continued on Page 49)



National Headquarters, The American Legion at Indianapolis

Great Deeds of American Legion Lift It High in Nation's Esteem

SPRUNG from the very heart of the A. E. F., The American Legion was ushered into existence at a caucus of service men of all branches at Paris on March 15 and 16, 1919. During the first decade of its existence, now rounding to a close, the Legion has so conducted itself as to deserve well the high praise bestowed upon it by General John J. Pershing. America's war-time commander-in-chief, on the occasion of the Legion's sacred pilgrimage to France in 1927, declared that "the soul of the A. E. F. has passed into The American Legion."

Dedicated to service to community, state and nation and to the care of the disabled, the widow and the orphan of the great struggle, the Legion has made a remarkable record for the first years of its endeavor. It stands today high in the esteem of the American people, the foremost influence in the peace-time life of the nation.

The Legion was chartered by congress on September 16, 1919. Its permanent organization was effected at a national convention at Minneapolis in November following. Immediately the Legion set itself to the task which stands always foremost on its program. That task is to see that justice is done to the disabled of the

war and that the best in care and cure possible to modern science is provided for them.

WAGES BATTLE OF DISABLED

FORTHWITH the chaos arising from the cumbersome, bungling, unworkable three-headed organization set up by the government to handle World war veterans' problems challenged the Legion. In 1922 the Legion forced the creation of the United States Veterans' Bureau, a unified agency for the care of the veteran. In addition, the Legion has worked constantly for the erection of proper hospitals and for adequate compensation for the disabled and has been mainly instrumental in obtaining legislation toward these ends. Each year it recovers for veterans from the government claims totaling several millions of dollars.

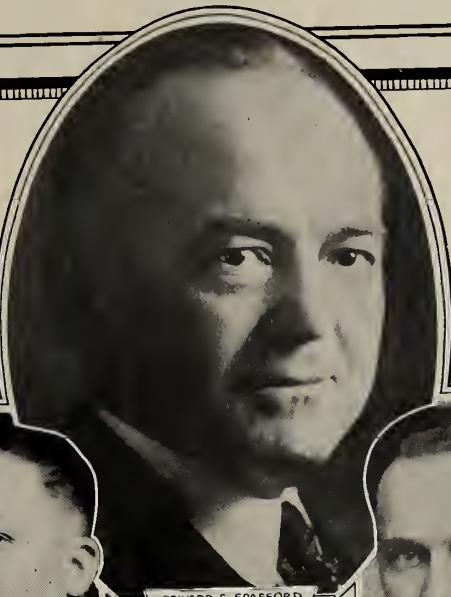
Meantime, in the industrial stagnation of 1921, thousands of World war veterans were thrown out of work. Over night, almost, the Legion became a vast employment agency. Jobs were found for a million men, many of whom had been walking the streets in rags, without shoes, without shelter, without food, or wandering from town to town in despairing search of the work that was never at hand. Shelter was found

(Continued to Page 46)

Legion National Officers



RALPH O'NEIL
NATIONAL VICE COMMANDER



EDWARD E. SPAFFORD
NATIONAL COMMANDER



JOHN T. RAFTIS
NATIONAL VICE COMMANDER



DAN R. SPURLOCK
NATIONAL VICE COMMANDER



PAUL R. YOUNTS
NATIONAL VICE COMMANDER



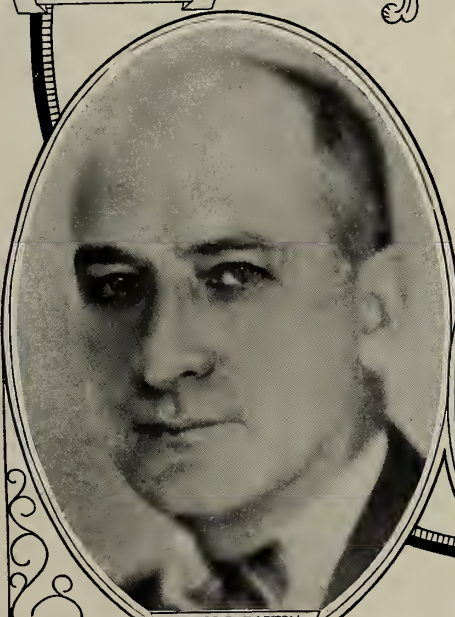
SCOTT W. LUCAS
NATIONAL JUDGE ADVOCATE



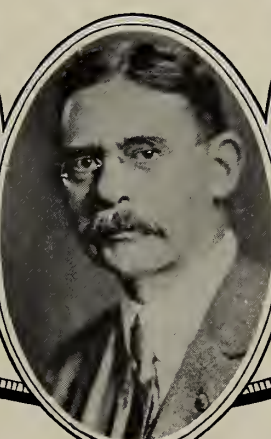
REV. GILL ROBB WILSON
NATIONAL CHAPLAIN



J. M. HENRY
NATIONAL VICE COMMANDER



JAMES F. BARTON
NATIONAL ADJUTANT



EBEN PUTNAM
NATIONAL HISTORIAN



BOWMAN ELDER
NATIONAL TREASURER

Auxiliary Officers



MRS. F. S. KING
NATIONAL VICE PRESIDENT



MRS. IRENE MCINTYRE WALBRIDGE
NATIONAL PRESIDENT



MRS. WILLIAM SPEAKMAN
NATIONAL VICE PRESIDENT



MRS. BELLE SIMPSON
NATIONAL VICE PRESIDENT



MRS. BESSIE STUART SMITH
NATIONAL VICE PRESIDENT



MRS. W. W. TOWNES, JR.
NATIONAL VICE PRESIDENT



MISS EMMA HADORN
NATIONAL SECRETARY



MRS. C. E. MCGLOSSON
NATIONAL CHAPLAIN



MRS. FRANK E. FLEMING
NATIONAL HISTORIAN



MRS. CECELIA WENZ
NATIONAL TREASURER



Photographs of Mrs. Mary E. Kolhos, demi chapeau nationale; Mrs. Anita White, archiviste nationale, and Mrs. Marie Schwindemann, concierge nationale, were not available.

TEXAS ~ LAND OF



CABBAGE FIELD



PICKING ONIONS



SPINACH



IRRIGATING ONIONS



CARROTS



TEXAS OIL FIELD

VASTNESS, a feeling of illimitable expanse, of "great open spaces," of remarkable range and variety of country, of mighty stretches of plain, of lofty mountains and far reaches of lowland, of forest and river and gulf shore, a land of mystery and romance, color and charm!

That is the idea entertained of the great state of Texas by those who have never seen it—above all, that haunting feeling of distance and extent.

And rightly so! Traverse the commonwealth for the first time from the Sabine river on the Louisiana boundary to El Paso out west between the Old and the New Mexicos, from the Panhandle and the Red river at the Oklahoma line to the Rio Grande and the Gulf of Mexico. In the actual, lived experience, the impression of the state's vastness is all the more pronounced.

MIGHTY OPPORTUNITY



DATE PALMS

Who anywhere in these United States is not familiar with the old wonder-exciting story of the geographies of his school days that the whole of the extensive and once mighty German empire can be put within Texas' boundaries—and that to it all England and Ireland will have to be added to make up the total of this one state's area?

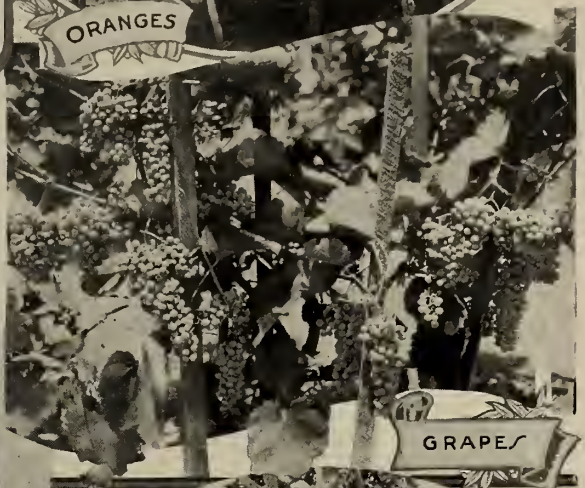
GREAT BEYOND BELIEF

FROM Texarkana to El Paso is farther than from Texarkana to Chicago. The greatest length of the state from north to south is 740 miles; its greatest breadth from east to west, 825 miles. What those distances really mean, a comparison of them with the length and breadth of any state in the Union will show. Indeed, it will take whole sections of the country, whole groups of states, to equal in area

(Continued to Page 57)



ORANGES



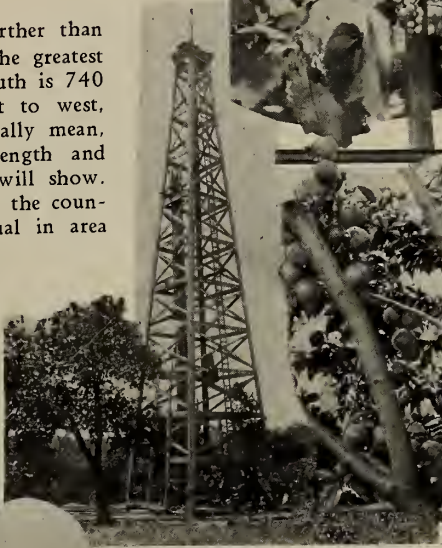
GRAPE



GRAPEFRUIT



CACTUS



OIL

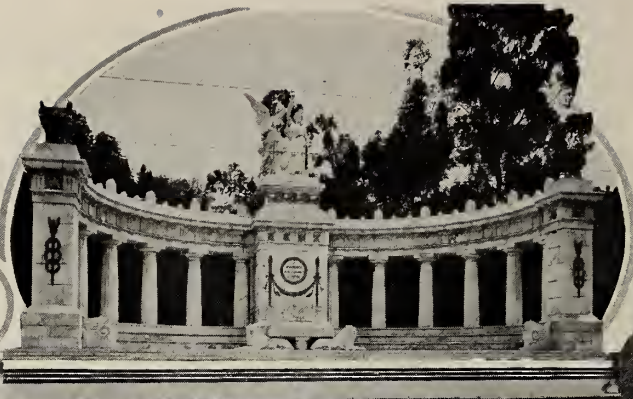


COTTON

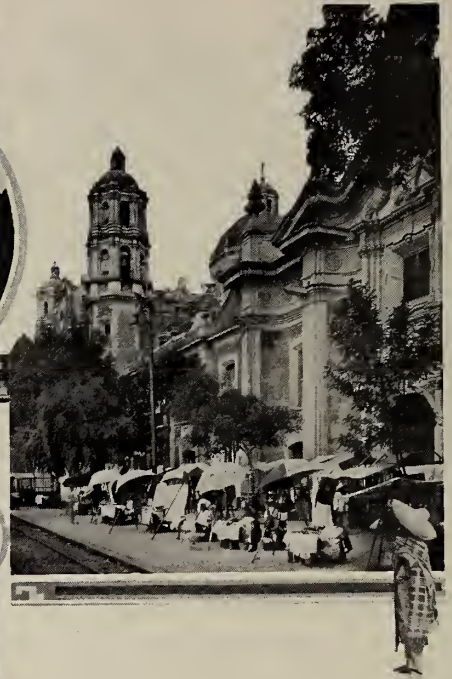


CITRUS ORCHARD

JUAREZ MONUMENT
MEXICO CITY



GUADALUPE
NEAR
MEXICO CITY



NATIONAL PALACE AND
PLAZA DE
CONSTITUCION
MEXICO CITY



ANCIENT STONE
STAIRS TO TOP OF
GUADALUPE
MOUNTAIN NEAR
Mexico City



INDEPENDENCE
MONUMENT
MEXICO CITY



CHapultepec
CASTLE
MEXICO CITY



*Mexico City,
with its gay
night life, is
the Paris of
the New World*

CATHEDRAL
MONTERREY
MEXICO



MORELIA

*Brilliant Scenes,
Quaint Customs
Mark Wonderful
Land of Old
Mexico.*



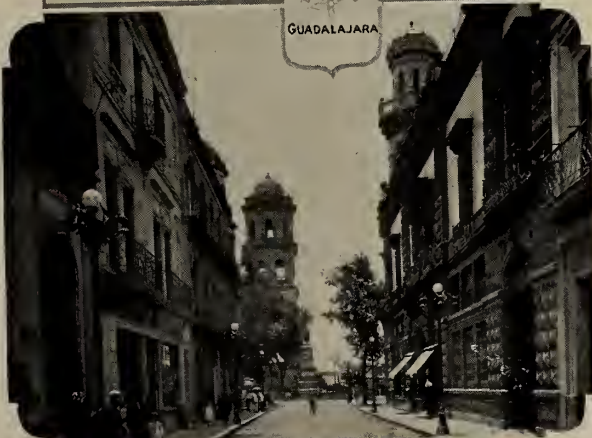
SAN PEDRO ISLAND in LAKE
PATZCUARO, STATE OF
MICHOCACAN



AGUAS CALIENTES ~ ~

~ MARKET PLACE

GUADALAJARA



NATURAL
ROUND ROCK
MORELIA

SAN LUIS
POTOSI



AZTEC
CALENDAR
STONE
MUSEUM,
CITY
OF MEXICO



HACIENDA de HORNOS
NEAR TORREON

Mexico Is Land of Wonders Heaped On Added Wonders

ANCIENT, mysterious, captivating—exercising a strange, wild, eerie sort of fascination over the human mind—Mexico is a land of old civilizations which go back into dim pre-history among the shadowy, legendary figures who strutted across the stage of their mountainous home before the mighty Aztecs held dominion over its lofty, ice-capped mountains, verdant plains, rich valleys and wide expanses of wind-swept, cactus-spotted waste.

Huge Aztec pyramids which may well claim sisterhood with those along the Nile, old Mayan ruins, memorials of Cortez and Coronado and their Conquistadores, relics of the pomp and power of Spain's viceroys who ruled in this land of New Spain across the sea with almost a monarch's sway and with all of a monarch's majesty and pomp and display, monuments of the War of Independence from Spain and of the republic and its checkered destiny of more than a century—all these are found side by side, amid scenery which for natural beauty is unsurpassed in the New World and rarely equalled in the Old.

All this charm and romance and color, life and fire and brilliance await members of The American Legion who go on the special tour following the tenth national convention at San Antonio. The picturesque customs and the marvelously beautiful scenery of the republic to the south will be revealed in all their interest and splendor.

SEE PANORAMA OF MEXICO

LEAVING San Antonio on the night of Friday, October 12, the party will for 12 days watch the panorama of Mexico unroll before them as they speed southward, farther and farther into the very heart of this fascinating land.

First stop of the tour will be at Monterrey, the Mountain of the King, in the heart of a wondrously rich mining district. Here the party will proceed by automobile to visit the various points of local interest. The American colony will provide special entertainment for their guests from the homeland.

IN TAMPICO OIL BELT

ON TO Tampico, in the heart of that marvelous oil belt which has made of Mexico one of the world's great reservoirs of that black gold which far surpasses in treasure trove the fabulously rich mines which lured Spanish grandee and adventurer onward with his companion band of monks and priests to the conquest of new territory for King and God. The party will do the sights of the city. The American colony will stage an entertainment. And then a dinner and dance will be given by Tampico Post of the Legion, one of the most active and powerful Legion posts outside the limits of continental United States.

Then through some of the most marvelous, truly

lovely scenery of all Mexico as the train speeds onward to the capital, one of the most entrancing in the world, perched high up in the Valley of Mexico. Daylight floods the magnificent views as the party moves onward. Daylight again will usher them into the Ciudad, where far above the palaces and parks and mansions of the city, itself 7,000 feet above sea level, tower the giant volcanic mountains of Popocatepetl and Iztaccihuatl.

CITY OF ETERNAL SPRING

FOR FOUR days the party will revel in the wonders of this lovely "city of eternal spring," using the finest hotels as sally-points for excursions to all its spots of interest, famous through a history that goes back to the early twelfth century, when Europe was in the midst of that medieval period of mental darkness and superstitious groping that lay for decades like a blight upon the human spirit. In its earliest beginnings it was but a floating settlement upon Lake Texcoco, upon whose waters, then spreading much more widely than today, the ancient Aztecs built their first huts rudely wattled of reeds and grasses and laid the foundations for this now brilliant city.

Tenochtitlan, as the Aztecs called it, spread gradually to the mainland and blossomed forth into a city of great palaces and lofty temples. So it flourished for many a decade until in 1521, more than four centuries ago, Cortez and his band conquered the empire of the Montezumas. For 300 years succeeding, the Spanish viceroys ruled, until in 1821 Mexico declared her independence.

THE GREAT CATHEDRAL

IN THE front rank among the churches of both Americas is the great Cathedral, which is one of Mexico City's leading attractions for tourists, a veritable treasure store of jeweled and artistic riches, among the costliest in the world. On the spot where today this magnificent church dedicated to the Prince of Peace sounds forth its bell call to worship, in former times before the coming of the cross human sacrifices were made in the temple of the terrible war god of the Aztecs, Huitzilopochtli. Where the old Aztec emperors did obeisance to their savage god, sleep the remains of the Spanish viceroys, in the chapel de los Reyes. To the sagrario come all the fashionable world to worship. Two hundred feet above the city the towers of the cathedral rear their heads; far below lies the plaza; out beyond the rim of the city's buildings stand Chapultepec and the mountains with their never-melting snows.

On the site of the old-time royal Aztec residence stands the National Palace, close to the Cathedral. Here the president of Mexico and the government departments have their offices. Here, too, is the exceedingly interesting National Museum.

(Continued to Page 51)



FEATURING

Doris Rue

The Most Perfectly Formed
Girl on the American Stage

ONE WEEK
Starting Sunday, Oct. 7

SPECIAL ENGAGEMENT
IN HONOR OF THE
AMERICAN LEGION

First Appearance in the United States

"FOLIES BERGERES"

DIRECT FROM PARIS

A Musical Revue with the Most
Beautiful Women of all Nations

*Transplanted with All Its
Daring & Gorgeous Beauty*

Artists from the Leading Music
Halls of America, France, Eng-
land, Japan and Mexico

100 Singers, Dancers, Comedians
and the Celebrated Dancing
Chorus of 80 Artists' Models

A PRODUCTION OF SPLENDOR, YOUTH, BEAUTY

The Romance and Passion of Old Japan	The Daring and Risqué Costumes of France	The Dash and Fire of Old Mexico	The Youth and Beauty of America	The Fascinating Charm of England
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AUDITORIUM

SEATS RESERVED
... PRICES ...

\$1.00 to \$5.50

The RIO GRANDE



NARCISSUS
FIELD

IRRIGATION SYSTEM



GOING
AFTER
A
VALLEY
ORANGE

CENTURIES upon centuries have labored together ceaselessly to make it in very truth the "Magic Valley" which it has come to be called. Throughout age on age nature has piled up in this Lower Valley of the Rio Grande amazing fertility. There it has bided the time when the ingenuity and skill of man should be turned to the conquest of this last of the great frontiers in the United States.

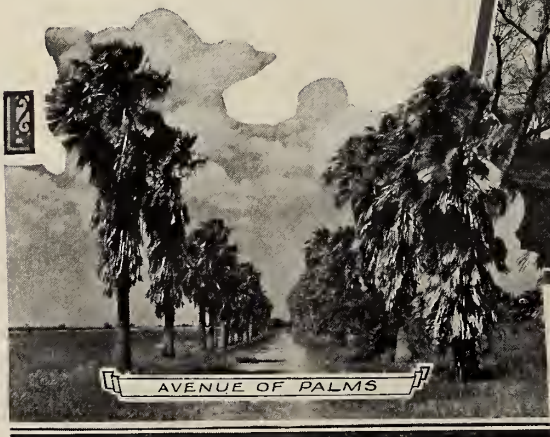
The marvelous resources of the Lower Valley have not yet so much as been touched. Even so, this valley is witnessing one of the greatest agricultural developments in America today. It is seeing the great expanses which yesteryear blossomed but with the bright yellows and oranges and purples of countless cacti, bloom with the green gold



VALLEY SPINACH
PICKERS



MODERN
VALLEY
BUILDING



AVENUE OF PALMS

VALLEY

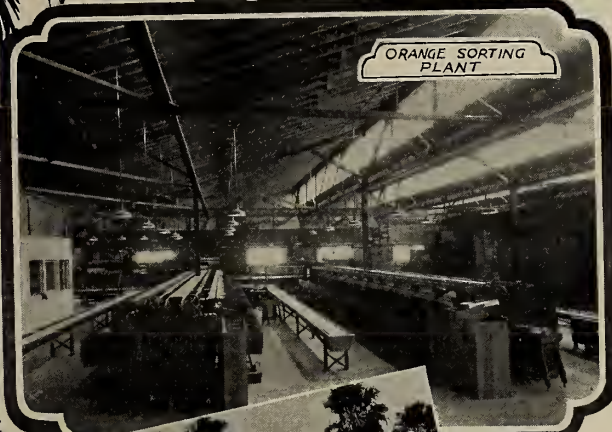


DATE
PALMS
▽

9
A
VALLEY
PARK



A VALLEY GOLF COURSE



ORANGE SORTING
PLANT



VALLEY COURT
HOUSE

MESQUITE
TREE

of spinach and other vegetables and flourish with the wealth of countless citrus groves. And hundreds of thousands of acres of rich land, into which share of plow never yet struck, wait for the conquering skill of the farmer.

Within the past few years, irrigation projects have been established and part of this empire of hundreds of thousands of acres is just now coming into cultivation, a marvel to the rest of the nation. The crops produced here rival the fabulous yields of the delta of the Lower Nile, famed throughout history for a fertility passing all belief.

(Continued to Page 64)



RIO GRANDE BEAN FIELD

PRELIMINARY

Entertainment Program

Tenth National Convention

The American Legion

SAN ANTONIO, TEXAS
OCTOBER 8 - 12th, 1928

SATURDAY, OCTOBER 6

- 3:30 P. M. Opening of World's Championship Rodeo.
8:30 P. M. World's Championship Rodeo.

SUNDAY, OCTOBER 7

- 8:30 A. M. Aloha Breakfast for First Department Presidents of the American Legion Auxiliary.
1:30 P. M. Luncheon for Past Department Presidents of the American Legion Auxiliary.
3:30 P. M. World's Championship Rodeo.
4:30 P. M. Reception and Tea for Members of the American Legion Auxiliary, San Antonio Country Club.
8:30 P. M. World's Championship Rodeo.
8:30 P. M. Folies Bergeres, Municipal Auditorium.

MONDAY, OCTOBER 8

- 3:30 P. M. World's Championship Rodeo.
3:30 P. M. Air Circus, Kelly Field.
7:00 P. M. Eight and Forty Dinner.
7:30 P. M. Dinner Given by the Governor of Texas and the Mayor of San Antonio in Honor of the National Commander of The American Legion and Distinguished Guests.
8:30 P. M. World's Championship Rodeo.
8:30 P. M. Folies Bergeres, Municipal Auditorium.
9:00 to 12:00 P. M. Dancing, Alamo Plaza.

TUESDAY, OCTOBER 9

- 11:00 A. M. Tenth Annual American Legion National Convention Parade. Parade forms at 10:00 A. M.
7:00 P. M. Dinner for Department Secretaries of the American Legion Auxiliary.
7:30 P. M. Dinner Given by the National Commander of The American Legion in Honor of the Governor of Texas, the Mayor of San Antonio and Distinguished Guests.
8:30 P. M. World's Championship Rodeo.
8:30 P. M. Folies Bergeres, Municipal Auditorium.
9:00 P. M. Decision Prize Fight, Fort Sam Houston Stadium.
12:00 P. M. Pullman Sleeping Car Trains Leave for Eagle Pass, Texas, and Piedras Negras, Mexico, for Wednesday's Bull Fight and Spanish Fiesta.
9:00 to 12:00 P. M. Dancing, Alamo Plaza.

WEDNESDAY, OCTOBER 10

- 8:00 A.M. Coach Trains Leave for Eagle Pass, Texas, and Piedras Negras, Mexico, for Bull Fight and Spanish Fiesta.
- 3:00 P.M. Battle Spectacle with Simulated Attack on Enemy Position by Second Division, Camp Bullis.
- 3:00 P.M. Football Game.
- 3:30 P.M. World's Championship Rodeo.
- 3:30 P.M. Bull Fight in Piedras Negras, Mexico.
- 5:00 P.M. Twilight Concert by Mary Jordan, Contralto; Walter Dunham, Accompanist. Municipal Auditorium.
- 6:00 P.M. Annual 40 and 8 Parade.
- 7:00 P.M. Annual States Dinner of the American Legion Auxiliary.
- 8:00 P.M. 40 and 8 Wreck—International Exposition Grounds.
- 8:30 P.M. World's Championship Rodeo.
- 8:30 P.M. Folies Bergeres, Municipal Auditorium.
- 9:00 to 12:00 P.M. Dancing, Alamo Plaza.
- 12:00 P.M. Pullman Sleeping Car Trains Leave for Laredo, Texas, and Nuevo Laredo, Mexico, for Thursday's Bull Fight and Spanish Fiesta.

THURSDAY, OCTOBER 11

- 8:00 A.M. Coach Trains Leave for Laredo, Texas, and Nuevo Laredo, Mexico, for Bull Fight and Spanish Fiesta.
- 3:30 P.M. World's Championship Rodeo.
- 3:30 P.M. Bull Fight at Nuevo Laredo, Mexico.
- 7:30 P.M. Annual Forty and Eight Dinner.
- 8:30 P.M. World's Championship Rodeo.
- 8:30 P.M. Folies Bergeres, Municipal Auditorium.
- 9:00 to 12:00 P.M. Dancing, Alamo Plaza.
- 12:00 P.M. Pullman Sleeping Car Trains Leave for Laredo, Texas, and Nuevo Laredo, Mexico, for Friday's Bull Fight and Spanish Fiesta.

FRIDAY, OCTOBER 12

- 8:00 A.M. Coach Trains Leave for Laredo, Texas, and Nuevo Laredo, Mexico, for Bull Fight and Spanish Fiesta.
- 10:00 A.M. Review of Entire Second Division at Fort Sam Houston.
- 11:00 A.M. Air Circus, Fort Sam Houston.
- 2:30 P.M. Folies Bergeres, Matinee, Municipal Auditorium.
- 3:30 P.M. World's Championship Rodeo.
- 3:30 P.M. Bull Fight, Nuevo Laredo, Mexico.
- 8:30 P.M. Folies Bergeres, Municipal Auditorium.
- 9:00 P.M. Rio Grande Valley Legion Special Train Leaves for 2-Day Tour of Lower Rio Grande Valley, Matamoros, Mexico; King Ranch and Gulf Coast.
- 11:00 P.M. Raymond & Whitcomb Land Cruise Trains Leave for 12-Day Tour of Old Mexico.
- 12:00 P.M. Pullman Sleeping Car Trains Leave for Eagle Pass, Texas, and Piedras Negras, Mexico, for Saturday's Bull Fight and Spanish Fiesta.

SATURDAY, OCTOBER 13

- 8:00 A.M. Coach Trains Leave for Spanish Fiesta and Bull Fight at Eagle Pass, Texas, and Piedras Negras, Mexico.
- 2:30 P.M. Folies Bergeres, Matinee, Municipal Auditorium.
- 3:30 P.M. Bull Fight at Piedras Negras, Mexico.
- 6:00 P.M. Dinner and Special Entertainment for Members of Rio Grande Valley Tour at both Matamoros and Reynosa, Mexico.
- 8:30 P.M. Folies Bergeres, Municipal Auditorium.

OCTOBER 12 to OCTOBER 24

Raymond & Whitcomb Tour of Old Mexico on Red, White and Blue DeLuxe Land Cruise Trains with Six Days in Mexico City.



The American Legion and the citizens of San Antonio have pledged that at this convention the veteran will not be overcharged for food. THE OFFICIAL AMERICAN LEGION RESTAURANTS have been organized to augment the present eating facilities. Legionnaires are assured of good wholesome food at fair prices.

Dilley Is Progressive City In The Winter Garden District

LYING AT the very gateway to the noted Winter Garden district of Texas, the growing city of Dilley is the point where centers one of the foremost agricultural developments in the state and, indeed, in the entire nation. The progressive spirit of the community is noted. It evidences itself in new developments—schools, homes, farms, business enterprises—with each succeeding year.

The district in which Dilley lies ranks with the Lower Rio Grande as one of the two greatest farm projects in the country from the point of view of the progress being made in opening it up and the opportunities awaiting the homeseeker here.

FERTILE LANDS HERE

HERE IS a vast territory with some of the most fertile lands in the United States needing only the fructifying touch of the hand of man to transform them from the open range of yesterday to the modern farm. Thousands and thousands of acres are comprised in this virgin territory—territory than which there is none better in the entire country.

Cotton thrives abundantly and well in this district. As a result, a cotton empire is being developed in the Dilley section. Soil and climate are especially well adapted to the raising of this crop. And more acres can be cultivated to the team here than in any other part of the Lone Star State.

HAS MANY LINES

DAIRYING, live stock, poultry, honey production, truck gardening, citrus fruit culture and small grains are prime activities of this section. Hunt all over the United States and you would find few sections so well adapted to any one of these agricultural undertakings.

Soil and climate offer homeseekers opportunities for large returns on small investments in land, business or industry. To this is added a genuine and hearty welcome to the newcomer, a welcome sprung from old-fashioned Southern hospitality at its best.

CLIMATE WONDERFUL

AT DILLEY one finds a climate that is pleasant and healthful. Gulf breezes play up coolly over the country in the summer months. Nights are cool and delightful. The months of winter are so mild that flowers and vegetables grow in profusion at Christmas. St. Augustine, Florida, is farther north than the Winter Garden district. The Imperial Valley of California lies 200 miles farther north—nearly the whole length of many a state.

The country about Dilley is rolling and well drained. The soil is of great variety. In the lowlands is a rich, black alluvial soil. A sandy loam is found on the slopes. On the higher elevations is a still lighter soil, especially adapted to vegetables, grapefruit and oranges.

The soil, about 18 inches deep, is underlaid with a clay subsoil.

CROPS MATURE EARLY

OWING to the climate, crops mature early so that they come on the market before competition from other sections grows keen and thus command the highest prices. Cotton in this section is picked several weeks earlier than in most cotton districts. In addition to assuring a good price to the farmer, this makes it possible to break the land early in the fall and thus give it the benefit of the winter rain.

Paper shell pecans find growing conditions ideal here. They thrive in their natural state on the Frio and Leona rivers. Smaller orchards are being set out on higher ground. Pecan orchards are taking their place in the Frio Valley as regular parts of the crop diversification program of farmers.

CITRUS THRIVES

FOR 20 years oranges, lemons and grapefruit have been grown in the vicinity. Recently commercial groves have been set out and citrus fruit culture is coming to be a larger and larger part of the district's farm activities. Several hundred acres are being set out in citrus each season now, with prospects for a large increase.

Conditions are said by citrus experts to be ideal for these fruits in this section. The flavor of the fruit is unusually fine.

A citrus demonstration site has been established at Dilley. Orange trees in this orchard have borne as high as 2,000 oranges in a season. Every variety of citrus fruit does equally well.

DEVELOP ENGLISH WALNUT

THE CHIEF power in the citrus development at Dilley has been W. C. Haynes, a California horticulturist. Mr. Haynes has also taken steps to develop the English walnut in this district on a commercial basis. Thousands of California shrubs and other ornamentals have proved very adaptable under his experimentation.

Date palms have been planted along the streets of Dilley for beautifying the city. Today long avenues of these interesting tropical trees may be seen at Dilley.

Dilley is located about midway between San Antonio and Laredo and San Antonio and Eagle Pass. This gives it easy access to two ports of entry to Mexico. It is only 150 miles from a deep water port on the Gulf of Mexico.

Pure artesian water from a municipally owned plant supplies the city. Wells of water can be had at a depth of 100 to 500 feet.

Splendid electric service is furnished to the district by a high tension line out of San Antonio.

Churches, schools, commercial enterprises of all kinds, citrus demonstration sites, a state park, a poultry hatchery, an active Chamber of Commerce, several large colonization projects now under way—these are all factors making powerfully for a substantial and permanent growth in Dilley and for progress in the district centering in this up-and-doing city.



14



CLOCK TOWER IN —
NUEVO LAREDO, MEX.

CHAMBER OF COMMERCE SHOW
WASHINGTON'S BIRTHDAY PLESTA



CHAMBER OF COMMERCE



TYPICAL TRADES FLOAT

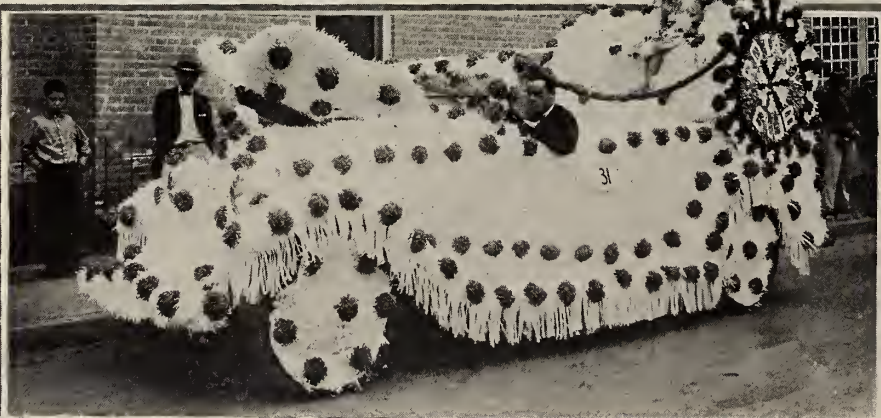
LAREDO'S NEW
HAMILTON HOTEL



63

WE K BUILD

KIWANIS CLUB



31



ROTARY CLUB

Laredo

Texas



THE NATION'S foremost gateway to Mexico and the rich potentialities of that now developing land and center of one of the richest and most productive irrigation districts in the United States, Laredo holds a unique position in several respects in South Texas' wonderland.

This city, founded by old Spain and bearing in its veins today the exotic warmth and color of its South European origin, is seated on a high bluff overlooking the silvery Rio Grande. To the tens of thousands of acres lying only partially developed around the city the river, winding down for miles from the lofty Rockies, brings its wealth-producing waters to mingle with the fertile soil.

For 80 miles the Laredo district, comprised of Webb county, in which Laredo is situated, fronts on these life-giving Rio Grande waters. Here lie 2,000,000 acres, of which only 10,000 or so have been put under irrigation, leaving a vast land yet to feel the developing hand of man.

CLIMATE AGREEABLE

WINTERS here are mild. The sunshiny summers have their warmth tempered by the cool breezes that sweep up from the Gulf of Mexico. Even in July and August they make a light cover necessary for comfort in sleep. The delightful sub-tropical climate joins with every other factor to make a situation here of rich promise for the homeseeker, the farmer, the tourist, the business man.

Laredo farms, on land which is very low in price, are never idle. Crops are being raised and harvested in this district while snow and ice and sleet and rain and slush hold the north in their grasp.

ONION CENTER OF U. S.

FROM THE farms of South Texas come 75 per cent of the early Bermuda onions grown in the United States. Of this justly famed Texas crop, farms in Laredo's territory furnish more than one third. And that record, making Laredo the onion center of the United States, is possible with only one acre in forty in the district under cultivation.

Extremely profitable also are the other early vegetable crops. Among these are spinach, cabbage, carrots, let-

tuce, tomatoes, beets, mustard greens, string beans and the like.

SUPERIOR CITRUS FRUITS

CITRUS fruits flourish side by side with these vegetable crops. Laredo oranges and grapefruit have been pronounced by experts the best of their kind grown in the country. Scale and chaff and other fruit diseases are absent to a remarkable degree in the Laredo district. As a result, growers do not have to spray and the fruit develops a practically perfect skin. With plenty of water from the Rio Grande and without damage from excessive rainfall, oranges and grapefruit here develop under the sunny sky a remarkably fine flavor.

Plantings of citrus trees are increasing by leaps and bounds. The district around Laredo gives promise of being one of the most important centers for citrus fruits in the nation.

TO MARKET, TO MARKET!

A DOUBLE market is at the command of the grower, the business man, the rancher, the oil man within the Webb county section. The products of the region flow north over good railroad connections to all parts



Laredo's New \$400,000 Water Plant



International Bridge Between Laredo and Nuevo Laredo

of the United States—and reach those markets, as far as the fruits and vegetables are concerned, at seasons when prices are at their best and competition least effective.

And to the south lies the market of Old Mexico. The National Railways of Mexico give direct access to the leading cities of that country.

OPEN HIGHWAYS

HIGHWAYS, with good bus lines, give rapid communication with San Antonio and the Gulf. The 1,900-mile Meridian Highway comes into Laredo from its far-away northern terminus at Winnipeg, Canada. And now this road is being extended hundreds of miles farther south to the City of Mexico.

Tourists find in this road one of the most scenic routes in the United States. As soon as the southward extension is completed, access will be opened up to the

wonderful scenery of Mexico's mountains and to the leading cities of Monterrey, Saltillo, Victoria, Pachuca and Mexico City itself.

JOBGING CENTER FOR BORDER

BUSINESS opportunities are many in Laredo. Chief commercial center on the Mexican border, it is the natural gateway for trade between the United States and the richest part of Mexico. Exports to Mexico moving through Laredo reach nearly \$40,000,000 a year—about four times as much as pass through the other six ports in the 23rd Texas customs district. Imports through Laredo have about the same preponderance.

And much more to the point! Of all carlot shipments into Mexico, about 55 per cent more pass through Laredo than through all other cities on the Mexican border combined from California to Texas.

Mileage, time and delivery all favor Laredo as the foremost port between the manufacturing centers of the United States and Mexico's leading cities and centers of consumption.

NATURAL GAS ABOUNDS

IN THE Laredo district are enormous supplies of natural gas. This cheap fuel is available as an attraction for many industries—added to which are the facts that labor is extraordinarily cheap and abundant and living conditions are pleasant.

Laredo's gas is inexhaustible, so far as it is possible to forecast. For nearly 20 years Laredo has been using it. San Antonio and Houston now tap this fuel source for industrial and domestic use and mains are being laid to other important cities.

ONE OF GREAT OIL CENTERS

THE LAREDO district is one of the great oil centers of Texas. Oil was first found in the district in 1921. Since then nearly a score of pools have been



Modern Homes



Concrete Highway from Laredo to East Webb County Line

opened up over an area of 70 miles long and 18 miles wide.

Production has constantly been on the increase. Millions of barrels of oil have been shipped out. Thousands of acres of oil land, from present indications, are likely to be opened in the very near future.

NUEVO LAREDO

JUST across the river from Laredo is the very interesting Mexican city of Nuevo Laredo, or New Laredo. This city affords a trade outlet and market of several thousands.

Bull fights and fiestas staged here draw a large volume of tourist trade. Laredo and the new city are co-operating in extensive plans for entertaining American Legionnaires during the national convention at San Antonio. Side trips will be run from the city of the Alamo to Laredo and Nuevo Laredo during convention week.

HONOR WASHINGTON'S BIRTH

LAREDO and Nuevo Laredo join hands to honor Washington's Birthday each year in a celebration which is internationally famous. This "Veintidos" fiesta, so-called by the Mexicans from the "twenty-second" of February, surpasses any other celebration in honor of Washington held anywhere in the country.

Thousands pour into the city from all over Mexico and the United States. For 40 years this celebration and fiesta has been staged.

IS ANCIENT CITY

FULLY A quarter of a century before Washington led the armies of the new nation on the western fringe of the Atlantic in revolt against the armed power of the British Empire, a Spanish captain set out at the head of a small expedition sent from Mexico to explore the mouth of the Nueces river. Marauding bands of Indians thwarted his attempt.

The Captain, Tomas Sanchez by name, turned back

in the face of the harassing attacks of the savages. On the high banks of the Rio Grande he stopped and made up his mind to build a new city there.

From that settlement Laredo emerged in 1767 with a city government fully organized, chartered and ready to function as a municipality. Squat Mexican adobe buildings basked here lazily for long years in the warm sunshine. More than a century passed, and then one day in 1881 the railroad came with its iron challenge to progress.

Another great forward step was taken in 1889 when the first street railway west of the Mississippi river was built. With the development of irrigation, the finding of natural gas and oil and the coming of a new spirit of progress in these latter years, Laredo and the territory surrounding it have shown a marvelous growth. Its possibilities for the future, as the gateway to Mexico and as the center of the wonderfully productive and great areas of Webb county, are limitless. With an ancient history, Laredo is, not a city of the past, but a city preeminently of and for and with the future.



Typical Street



JUST A SHORT RUN DOWN LAREDO WAY

***Big
Spectacular
Thrilling***

BULL FIGHTS AND SPANISH FIESTAS

**With the Best Toreadors from Mexico City
and *Fighting* Spanish Bulls**

and all that goes to make a Mexican Holiday

MAKE RESERVATIONS NOW

ROSS COLE,
American Legion Convention Bureau,
Gunter Hotel, San Antonio, Texas.

Enclosed find \$1.00 for which please reserve me coupon book of tickets for special American Legion convention side trip to Laredo, Texas, and Nuevo Laredo, Mexico, including railway fare, international bridge tolls, Spanish fiesta, bull fight and other attractions. I agree to mail you a remittance of \$9.00 as balance due on this tour on or before September 1, 1928, upon receipt of which I understand the coupon book will be mailed to me at the address below.

(Check below)

I wish to make reservations for the side trip on

October 11..... on October 12.....

.....
Print Name and Address
.....
.....
.....

**A Special 24-Hour, All-Expense Tour from
San Antonio to Laredo, Texas, and
Nuevo Laredo, Mexico, and Return**

PRICE: ONLY \$10.00
(Less Than Regular Railroad Fare)

This special price includes round-trip railroad ticket, international bridge tolls, reserved tickets to the BULL FIGHT and SPANISH FIESTA and a coupon that may be exchanged for liquid refreshments at the famous Bohemian Club at Nuevo Laredo.

Trains leave San Antonio as follows: Sleeping Car trains at 12 midnight Wednesday and Thursday, October 10 and 11; Coach trains at 8 a. m. Thursday and Friday, October 11 and 12; returning at midnight.

Insure yourself a good seat at the Bull Ring. Make your reservations now.

**TENTH NATIONAL CONVENTION BUREAU,
THE AMERICAN LEGION
Gunter Hotel, San Antonio, Texas**

Welcoming THE CONVENTION GUEST

Ollie Tope, Lathing Contractor
W. W. Wolfe's Inn Cafe
Brandt Iron Works
Texas Landscape Company
Southwestern Specialty Co., Inc.
Ruiz Bros.
Trottner Iron & Metal Co.
Erler Manufacturing Co.
Van Riper's Home Bakery
R. W. Barnes Company
105 W. Locust St.
Southwest Bitulithic Co.
Cash Register Sales Company
Riverside Cafe
Compliments Tarrillion Bros.
Beyette's Ice Station
Liberto Radio Sales
DeLuxe Cleaners & Dyers
422 Hays St.
M. J. Lobert & Sons
Hobel Duco Shop
Sampey's Dry Cleaning



Joske Bros. Co.

*San Antonio's Largest
Department Store*

Wilbert & Pelphrey, Inc.
S. A. Driverless Car Co.
Grona Mattress Mfg. Co.
Guaranty Abstract & Title Co.
Lewis Patten Co.
Hotel De Soto
The Century Dental Laboratory
Guy & Cook
Shepherd Laundries Company
Jno. A. Williamson Co.
Tullis Cotton Oil Co.
R. W. Creager Auditing Co.
Fink's Meat Market
Jack Horn, 1011 Travis Bldg.
Hotel Bozier, 215 Garden St.
Losoya Cigar Store
Home Ice Cream Co.
Texas Title Guaranty Co.
Southland Hotel
Seidel Plumbing & Heating Co.
Walsh Sheet Metal Works
Shaw Bros. Mfg. Co.
Capital Motor Freight Lines
Madam E. De Schambault
Antique Dealer
Ideal Plumbing & Heating Co.
Terrell, Davis, Huff & McMillan
Wm. Capurro, Mfg. Jeweler
Swenson Awning Co.
Chas. Rees Optical Co.
Schilo Delicatessen
Guaranty Building Corp.
Gersdorf Ambulance Service
Herman A. Nester
Columbia Battery & Ignition Co.
Crystal Barber Shop
Walthall Music Co.
A. L. Bass Wrecker Service
San Antonio Welding Co.
Alta Vista Quality Dairy Products
Satcher's Dairy Farm, 205 Dauchy Road

SAN ANTONIO, TEXAS

GREAT DEEDS OF LEGION

(Continued from Page 24)

for these men, food was given them, relief was provided for them—and in many cases for dependent wives and children. The crisis was met.

Hard, and sharply contested, was the struggle that next faced the Legion. For two years it battled to see to it that some measure of justice was done to those who were put under an economic handicap as a result of their World war service. Then in 1924 the Adjusted Compensation Act was passed.

CARES FOR THE ORPHAN

TURNING with dynamic energy to another pressing question, the Legion attacked the problem of providing for a third great class of sufferers from the war. It sought to make sure that the orphaned and dependent children of veterans should have the home, the education and the opportunity in life which would have been theirs had their fathers not made their great sacrifice for country. An endowment fund of more than \$5,000,000 was raised by popular subscription to support this work and the rehabilitation program. Hand in hand, these two great tasks go forward as permanent features of Legion policy.

While these various problems were being wrestled with and solved, the Legion was laboring also upon many related questions of a civic character. It sponsored American Education Week. Through this it focused attention upon the crying educational needs of the nation at a time, shortly after the war, when education was being sorely overtaxed and sorely neglected. It took the lead in drawing up a National Flag Code and teaching proper respect for the flag and American institutions. It co-operated in movements emphasizing the responsibilities and duties of citizenship.

SERVES COMMUNITIES

ALONG WITH these national activities, posts of the Legion all over the country during these first years undertook a thousand and one tasks of community betterment. Then in 1927 community service was made the foremost activity of the entire organization throughout the nation. Its 10,000 posts, scattered in every nook and corner of the United States, in its territorial possessions and in many foreign lands, were set to tasks of worth-while service to the community in which each exists.

To this magnificent program of peace-time service to a nation the Legion finds itself dedicated as it meets at San Antonio in tenth annual national convention. Its great pilgrimage to France completed to the glory of America and the Legion, achievements written large upon its brief history, The American Legion faces the future with a supreme will to service and an eye keen to those problems which from year to year challenge the best thought and most devoted action of the sons and daughters of the Republic.



A home town Enterprise backed by national experience

THERE are twenty-four Bell operating companies devoting their energies to telephone problems throughout the United States—for example, the Southwestern Bell Telephone Company, operating throughout Missouri, Kansas, Arkansas, Oklahoma, Texas and a small portion of Illinois adjacent to St. Louis. It has 27,000 men and women—friends and neighbors of the other people in their towns—working to maintain the best standards in telephony now known.

In New York, in the American Telephone and Telegraph Company and the Bell Laboratories, are 5,000 persons, including scientists, engineers and consultants in management, engaged in developing better apparatus and better ways to do things.

The Southwestern Company with its 27,000 employees has the use of all that this group of 5,000 in New York discover and perfect. Behind every telephone is the national organization for developing the telephone art.

**SOUTHWESTERN BELL
TELEPHONE COMPANY**



*For an Enjoyable Side Trip During the
American Legion Convention in October*

Come to Kerrville and Legion



NESTLING in the hills—only 70 miles northwest of San Antonio—is Kerrville. With an elevation of 1750 feet—just enough altitude to make living most zestful—Kerrville has the balmy climate for which South Texas is famous.

When you come to Kerrville, you enter a land of scenic loveliness. Around you cedar-crested hills stretch away and finally melt into the blue haze of the distance. At your feet flows the beautiful Guadalupe River, bordered by stately cypress trees. Well built roads wind through the hills, leading motorists from one charming vista to another, while river trails and bridle paths tempt the hiker and horseman.

Bring your golf clubs by all means, for Kerrville boasts a sporty course that will gladden your heart. Smiling fairways and velvety greens are in use the year round.

Kerrville, the terminus of the Southern Pacific Railroad, is a progressive town of 6,000 population, with modern hotels and apartments and all conveniences that mean comfort to visitors—plus the happy social life for which the ranch country is noted.

Have you ever seen sheep and goats in

such numbers that whole hillsides look white? Then come to Kerrville—the largest primary wool and mohair market in America today. Also you'll want to inspect the greatest black bass hatchery in the United States—the Heart o' the Hills Hatchery—located 16 miles above Kerrville on the Old Spanish Trail.

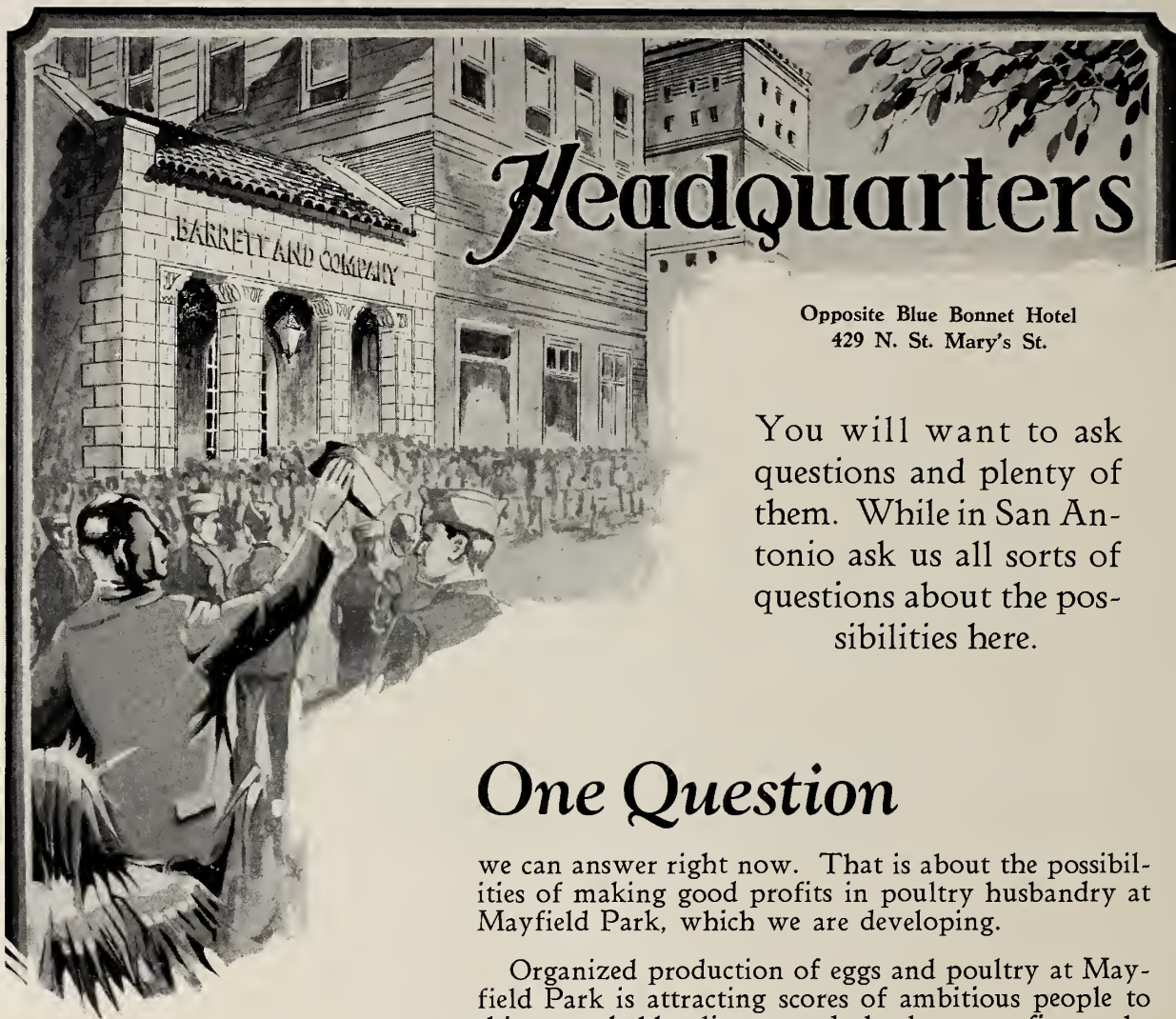
In addition to our excellent system of public schools, Kerrville is the home of Schreiner Institute for Boys, Notre Dame Institute, a co-educational school. Numerous camps are operated in the immediate vicinity, three denominational and others privately owned.

The American Legion Memorial Sanatorium for the treatment of tubercular ex-service men is located two miles below Kerrville, built by the State of Texas at a cost of \$1,500,000 and sold to the United States Veterans' Bureau and styled the United States Veterans' Hospital No. 93.

Here are located a number of your "buddies" who are "chasing the cure."

Decide NOW to make a side trip and visit them, inspect the plant operated for their benefit, and spend some time in Kerrville, "the Heart o' the Hills."

Kerrville Chamber of Commerce



Headquarters

Opposite Blue Bonnet Hotel
429 N. St. Mary's St.

You will want to ask questions and plenty of them. While in San Antonio ask us all sorts of questions about the possibilities here.

One Question

we can answer right now. That is about the possibilities of making good profits in poultry husbandry at Mayfield Park, which we are developing.

Organized production of eggs and poultry at Mayfield Park is attracting scores of ambitious people to this remarkable climate and the large profits to be made in the poultry business here.

You can combine fruits, vegetables and poultry at Mayfield Park, as the soil is peculiarly adapted for all three. There is an abundance of fine artesian water, piped through the whole development. Streets are macadamized and electricity installed. Withal just a 20-minute drive from San Antonio.

Ask us about our easy financing plan on Mayfield Park Poultry tracts, also about our home and poultry plant financing on very easy terms.

"7" Division

ATTENTION

Ex-service men of the 7th Division are invited to make our office Headquarters during their stay in the city.

Thurman Barrett
REALTOR

429 NORTH ST. MARY'S STREET



SAN ANTONIO, TEXAS

RODEO, BIG SPECTACLE

(Continued from Page 23)

In course of time something bigger was looked for. Champions never did wear their honors lightly—whether it be in sitting a-top a flagpole, eating frankfurters, drinking sauerkraut juice, consuming gallons of cider, leaping a fence or looping a loop in an airplane.

Champions of one range soon began to look for wider territory to conquer, more laurels to win. Before long neighboring ranges, and neighboring states, were challenged to produce their champions to defend their honors.

From these contests came the organized rodeo—so called from the Spanish word meaning "round-up." Such a development was inevitable and certain—although there was no "Bunion Derby" Cash and Carry to assist in the process.

INSTANTLY POPULAR

FIRST OF the rodeos held only for purposes of professional competition was staged in 1896 at Denver. Its popularity was instantaneous and very great. In 1897 Cheyenne established the first prize contest for cowboys held year after year, in its famous "Frontier Days."

How the rodeo sports developed is picturesquely illustrated in the story widely told concerning the origin of "bulldogging." Many are the tales that go the rounds as to how bulldogging did spring up and win popularity on the ranch. Miller Brothers, of the 101 Ranch in Oklahoma, give this account:

FLOPS THE STEER

A SOUTHWESTERN Texas ranch, perhaps one not so far from the scene of the great Legion national convention rodeo, was the stage. A negro by the name of Pickens was a cowhand there. One day a big, vicious steer attacked him. In the fury of the moment and the stress of the battle, perhaps being hard put to it by the animal, Pickens grabbed the steer by the horns, took the bull's lip between his teeth, bent his head and Mr. Steer went with a flop to the ground—taking the full count.

The ranch boss heard of it. He doubted it. And Pickens demonstrated to his satisfaction. The story went the rounds of the range. Other ranch owners came to see.

Finally one of the Miller Brothers was in Southwest Texas seeking animals for their ranch. He heard of Pickens and his "bulldogging" stunt. He was a keenly interested spectator at a specially arranged demonstration. He hired the negro for his own ranch.

BULLDOGGING ARISES

COWBOYS then took up the bulldogging stunt. They barred the use of the teeth. But bulldogging, in all the rest of its features, came to be a regular part of the battery of contests which make up a rodeo.

Along with it go bareback bronc riding for cowboys and cowgirls, trick and fancy roping, calf roping, trick and fancy riding, steer riding and the like.

All of these things will be seen in their finest perfection, together with numerous special features, on the record program being arranged for the rodeo at the American Legion national convention at San Antonio.

The World Is Yours

WHICH includes the Rio Grande Valley. Now if you would like to invest in this part of the country, we assure you that it will be one of the best investments you ever made. We would be glad to help you in any business transaction. Our ability is backed by years of proven service to the investor.



First National Bank

BROWNSVILLE, TEXAS

*Best Wishes
American Legion!
from the Makers of*



We have lots of good things in Texas! Conventions, sunshine—and the home of Walker's famous Mexican foods, which are sold all over the country. While in San Antonio, run over and visit our Austin plant!

Walker's "Red Hot" Chile Con Carne,
Tamales, and "Red Devil"
Mexene Chile Powder

Walker Properties Ass'n
AUSTIN, TEXAS

You'll Want a Good Seat Right Down Close
When They Inaugurate the New Bull Ring
for the American Legion Convention.

Side Trips

To Eagle Pass, Texas, and Piedras Negras, Mexico,
With Colorful, Action-ful, Thrilling

BULL FIGHTS AND SPANISH FIESTAS

A Special Convention 24-Hour, All-Expense
Tour from San Antonio to Eagle Pass, Texas,
and Piedras Negras, Mexico, and Return, In-
cluding Railway Fare, International Bridge
Tolls, Bull Fight and Spanish Fiesta Tickets

FOR ONLY \$10.00

(Less Than Regular Railroad Fare)

GET YOUR RESERVATIONS NOW

ROSS COLE,
American Legion Convention Bureau,
Gunter Hotel, San Antonio, Texas.

Enclosed find \$1.00 for which please reserve me
coupon book of tickets for special American Legion
convention side trip to Eagle Pass, Texas, and
Piedras Negras, Mexico, including railway fare,
international bridge tolls, Spanish fiesta, bull fight
and other special attractions. I agree to mail you
a remittance of \$9.00 as balance due on this tour
on or before September 1, 1928, upon receipt of
which I understand the coupon book will be mailed
to me at the address below.

(Check below)

I wish to make reservation for the side trip on

October 10....., on October 13.....

.....
Print Name and Address
.....
.....

Piedras Negras, just across the Rio Grande from
Eagle Pass, is erecting one of the finest bull
rings in the world. It will be ready for use on
the side trips from San Antonio during the
American Legion national convention. The best
bull fighters in the western hemisphere and
fierce, fighting bulls brought specially from
Spain, will do mortal combat in the bull ring.
Trains leave San Antonio as follows: Sleeping
car trains, at 12 midnight of Tuesday, October
9, and of Friday, October 12, for the Galas on
Wednesday, October 10, and Saturday, October
13—Coach trains, at 8 a. m. on Wednesday,
October 9, and on Saturday, October 13. Trains
leave on return trip at midnight.

Get a good seat in the Bull Ring;
Reserve Tickets Now

American Legion National Convention Bureau,
Gunter Hotel, San Antonio, Texas

MEXICO, LAND OF WONDERS

(Continued from Page 32)

In the museum is the great calendar stone of the Aztecs, one of the archaeological curiosities of the world. The hideous statue of the war-god Huitzilopochtli stands here also. Here are other interesting Aztec relics, the shield of Montezuma, the standard of Cortez, the banner of Hidalgo, first martyr to Mexican liberty, and Maximilian's great gilt coach, symbol of one of the world's vainest and most tragic ambitions, for which but yesterday a mad queen in her far-off Belgian home paid final penance.

To Guadalupe-Hidalgo also the party will be carried to view the world-famous sanctuary there. Here is another of Mexico's most famous shrines, a church of great beauty dating from the seventeenth century. In this city was signed the treaty which concluded the American-Mexican war in 1848. Here, too, lies buried Santa Ana, the general who sought in vain to stop the conquering march of the troops of Texas.

PYRAMIDS AS OLD AS EGYPT'S

ANCIENT pyramids, reminiscent of old Egypt, will be seen at San Juan Teotihuacan. Near quarries from which stone has been taken since before the dawn of history stand two great pyramids, dedicated to the sun and moon. Galleries lead down as if to the very bowels of the earth, where are sacrificial chambers and shrines whose age is shrouded in mystery. In the Calle de los Muertos (Deadman's Street) close by are battered mounds from which have come relics thought to go back to peoples before the Aztecs.

The Floating Gardens at Xochimilco are famed for their beauty. Here was a stronghold of the Indians when the Spaniards came upon the scene. Barges of the Aztec royal household moved over the waters from the summer palace at Chapultepec and on to Ixtapalapa.

CASTLE OF CHAPULTEPEC

CHAPULTEPEC—who has not heard of Chapultepec, on its rocky height above the city? Ancient cypresses sweep round the castle, a wall of great trees. From the ramparts and terraces of the summer palace of the president, on the site where in long gone times Montezuma had his summer home, one looks out over the beautiful Valley of Mexico and on to the volcanic peaks shooting up into the depths of the sky.

For hundreds of years this rocky spot was the seat of a great structure in which dwelt the rulers of the land, be they Aztec emperor, Spanish viceroy or Mexican president. The present building is said to be at least two full centuries old. The storming and capture of the hill and castle by American troops in 1847 witnessed extreme gallantry by the defending cadets from Mexico's West Point located here, a gallantry which is memorialized by a statue at the foot of the hill.

GAY LIFE, BRILLIANT CAPITAL

AND THE night life of the brilliant City of Mexico, gay, bright, glittering, glamorous! The journey is worth the making were it only for the joyous, golden opportunity of being for a few supreme, never-to-be-forgotten hours part of this. Mexico City's pleasure-loving people are noted among the cities of the world for their gay, pleasurable ways—ways and pleasures and

"Come to San Antonio"

With the Rest of the Gang

They'll all be singing it at the American Legion National Convention at San Antonio, Oct. 8-12

Specially written as San Antonio's welcoming song to the Legion, with lilting, catching, marching music and the story of the convention in words.

Just the thing for your band, orchestra, drum corps or quartet!

Get in the swim with the rest of the Legion on this new "Come to San Antonio" song.

Can be had at all music stores or by sending 50 cents for sheet music, 50 cents for orchestration, 75 cents for drum corps or band arrangement to

Elmer H. Bohlig

418 ROOSEVELT AVE., SAN ANTONIO, TEXAS

or

J. W. Jenkins Music Co.
KANSAS CITY, MISSOURI

Yellow Cab Co.

CROCKETT
7000

Sightseeing Tours
Limousines
Taxicabs

**MERCHANTS
TRANSFER CO.**

SAN ANTONIO

diversions that are clung to with the passionate insistence and devotion and sheer love of amusement of your Latin temperament.

Already reservations have been made at the gorgeous night clubs of this lively city, where groups gather, about the festive, well and brightly, richly laden board. Champagne corks are popping, laughter and chatter go the rounds. Gay señoritas beguile the hours and disport to the voluptuous music that wells, to the wild, wierd throb of the tom-tom and the wail of the flute, the clankety-clank-clatter of the bones and the tinkling of the guitar, from the passionate heart of your fiery Mexican musician.

In very truth, no European capital, not the gayest of the gay or the most supremely brilliant, can surpass Mexico City, mellowed and ripened to a piquant flavor by centuries of royal and near royal pomp and display, for the splendor of its social side and the joyous abandon of its festivities and pleasures.

TO CORDOBA AND ORIZABA

ON THE morning of the fifth day after arrival at the capital city the party will set out for Cordoba and Orizaba. Under the brilliant sun of Mexico the party will travel through some of the country's most wonderfully beautiful scenery, noted throughout the world. Passing from the temperate to the tropical zones, the party will on this trip see dense tropical forests, great coffee plantations, valleys thick with the massed vegetation of the jungle and spilling waterfalls.

Returning to Mexico City early on Sunday morning, the party will be there for the day of days of the Mexican week. The Legion tourists will have the opportunity to follow the local customs. There will be the band concerts in the Alameda. A gala bull fight will be staged in the national bull ring.

VISIT GUANAJUATO

LEAVING Mexico City and turning northward towards home again, the party will en route stop off at Guanajuato. In this city, one of the oldest and wealthiest in the land, many points of interest will be visited. Nearby are many rich mines.

On the final day in the southern republic the party will pass through some of the greatest mountain scenery in North America. Through Saltillo, mile high capital of Coahuila with its ancient history, and Monterrey the trains will move northward—to San Antonio and home!

The tour will be conducted by Raymond & Whitcomb Company and will use the three de luxe land cruise trains of that company. Made especially for just such trips as this tour to Mexico, these trains carry the most modern pullman equipment and are the latest word in travel comfort and convenience.



Electricity - Slave

In olden times Egyptian slaves were harnessed to solid blocks of rock and pure human sinew was burned on the altar of slavery.

Electricity, untiring and powerful, now bows its mighty head to humanity, and the day of slaves and ships is past. If the electrical power being used in industry today were equally apportioned among the industrial workers of the United States there would be the equivalent of twenty-four slaves at the disposal of every worker.

In the Southwest a great construction era is rampant. Giant buildings are rising—veritable mountains of steel and stone—and electrical power is the builder. Truly, electricity moves mountains.

Southwest Texas has endless and almost untouched resources with plenty of power at reasonable rates. Come and grow with the South.

**SAN ANTONIO
PUBLIC SERVICE
COMPANY**



MAKE YOUR HOME

*“Where the Sunshine
Spends the Winter”*

**Welcome
Legion
and
The
Forty
and
Eight**

San Antonio, today, offers the greatest possibilities of any place in the country. With hundreds of square miles of trade territory at our doorway, a rich agricultural area now being developed in the Winter Garden district, an abundance of natural gas for future industry we are beginning the last large development of undeveloped territory in the United States.

Write for Descriptive Literature
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BOOSTING TEXAS *Prosperity!*

THE WORLD'S LARGEST STORE is a greater factor in the prosperity of Texas than is generally realized. We sell to and buy from the citizens of this state more merchandise than any other one institution.

Our Dallas store brings to Texas all the money-saving advantages coming from the buying power of our entire chain of big stores dealing with eleven million customers throughout the country. It is under the same management and offers the same big values as all our other stores at Chicago, Philadelphia and Seattle, and the guarantee of our entire organization is behind every purchase made by our customers.

We also contribute to Texas' prosperity by using a vast quantity of her products. For example, we use upwards of eighty million pounds of cotton in the auto tires, wearing apparel, canvas footwear, bedding, floor covering, tents, awning, tarpaulins and dry goods we sell, and a big share of this cotton comes from Texas. In the thousands of other articles that we sell, we also use correspondingly large quantities of all her other products such as grain, livestock products, oils and minerals.

It gives us much pleasure to be able to say that we are one of the great industries of Texas and that we contribute so largely to her prosperity. We take this occasion to thank all our friends in The Lone Star State for the hearty co-operation we receive here.

Sears, Roebuck and Company *Dallas, Texas*



MISSION SAN JOSE



TEXAS OPPORTUNITIES

(Continued from Page 29)

this the largest commonwealth among the forty-eight, which contains nearly one-tenth of the area of the nation.

Nor is Texas great in this one respect alone. To its developed wealth, and even more to its potentialities, to its undeveloped and developing resources, to its hidden treasures, to the opportunities it affords, must one look for the true greatness of the Lone Star State. In the black gold of its oil fields, the green gold of its spinach and vegetable gardens, its white-bolled cotton, its luscious melons, its tall, leafy timbers, its wide-ranging herds and flocks, its fruited orchards, its corn and wheat fields, its pecan groves, are to be found riches greater than the bullion of the treasure fleets that aforetime sailed the Spanish Main, greater than the dug wealth of many a golden mine.

Fifth in population among the states, Texas' 265,-896 square miles support today five and one-half millions of people. With a highly favorable climate ranging from the sub-tropical to the middle temperate, the Lone Star State has the soil and other resources readily to support a population of the same average density as that of the United States as a whole. Settled up on the latter basis, it will have more than 10,000,000 people—a population which is no mere possibility of some vague, more or less remote future; but, with the current trend of things, a very real probability for no very distant year.

MIGHTY FUTURE AWAITS

EVERY indication of Texas' recent development, every consideration of its resources and its potentialities points to a state of many mighty cities, great industrial development and gigantic production of raw materials. Texas has only barely begun to grow in number of residents and in wealth, although its total wealth is today estimated at the stupendous figure of \$12,000,-000,000.

Should the course of economic development bring about as dense a settlement of the empire of the Lone Star State as that in Ohio, its people would number 37,000,000. Populated on the same basis as Massachusetts, it would hold 126,000,000, more than the whole population of the entire country in this year 1928.

The annual income of Texas is derived mainly from crops, live stock, oil, timber and manufactures. Crops bring in from \$650,000,000 to \$1,000,000,000 a year. Other large items of income include: Live stock, \$100,000,000 to \$200,000,000; oil and minerals, \$250,000,000 to \$375,000,000; timber, \$50,000,-000, and manufactured products, slightly over \$1,000,-000,000.

CROPS REACH HIGH FIGURE

TEXAS is primarily a crop-growing state. The value of all farm property within the commonwealth, as shown by a census of 1925, is \$3,471,867,466. For the past eight years the state has led all others in the total annual value of all crops produced. And that splendid showing has been possible with only a relatively small fraction of the lands of the state under cultivation.

Not even half of the land of Texas which is capable of being brought under cultivation is now under the plow. Less than 20 per cent of the total area of the

Harlingen Land & Investment Co., Inc.

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WELCOME

AMERICAN LEGION DELEGATES
AND FAMILIES

Come Live With Us and Be Contented
You Will Find Plenty of Loyal
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SEE US FIRST FOR:

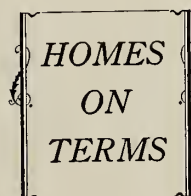
VALLEY INFORMATION
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L. J. Powers - - - - - Manager and V. P.
(Miss) Irene Spengel - Sec'y and Treas.

Frontier Lumber Company



Since 1904



Brownsville, Texas

TEXAS RESOURCES

state, or only about 30,000,000 acres out of some 167,000,000, is devoted to the raising of crops. How strong is the agricultural position of the Lone Star State, not only for the present but for a considerable span of years to come, is evident on the very face of these figures.

Cotton is king. This one crop alone yields about 60 per cent of the total income from farming in the state. As high as 5,000,000 bales are produced in a year. The Texas cotton crop is not only of high average quality but it is usually three and four times as large as that produced by the next highest producing state.

COTTON, CORN, RICE, PECANS

NOR IS cotton the only thing raised by the farmers of the state. Diversification is being practised on a large scale. More than 40 different kinds of crops are raised on a commercial basis. The value of the grain crops frequently runs up to \$200,000,000 a year.

Texas is one of the leading corn producers, with a crop generally totalling from 100,000,000 to 125,000,000 bushels a year. Most of the corn is fed on the farms and ranches, and very little of it, as a general thing, reaches the market.

A big rice crop is grown along the Colorado, Brazos, Trinity and Neches rivers in the eastern part of the state. Texas, with a crop of more than 6,000,000 bushels a year, is one of the four leading rice-producing states. Wheat production is 20,000,000 to 35,000,000 bushels per year.

Three hundred and fifty carloads of pecans are loaded out each year. They have a market value of \$1,750,000.

MAGIC VALLEY, WINTER GARDEN

ONE OF the most interesting and most important phenomena of recent years in the development, not only of the state but of the entire country, has been the colonization of the Magic Valley of the Lower Rio Grande and the Winter Garden. From this and other parts of the state there have gone out within the past three or four years the following huge quantities of vegetables and fruits annually:

Snap beans, a half million hampers; cabbage, 75,000 to 100,000 tons; lettuce, 75,000 to 275,000 crates; peanuts, 70,000,000 to 125,000,000 pounds; potatoes, 2,000,000 bushels; sweet potatoes, 10,000,000 bushels; spinach, more than 5,000,000 bushels; tomatoes, 1,000,000 to 1,250,000 crates; watermelons, 7,000 carloads; cantaloupe, more than 250,000 crates; peaches, 2,000,000 bushels.

Since 1925 there has been a very rapid expansion in the production of citrus fruits in the Magic Valley. Foremost in this line has been the grapefruit, which is unusually large in size and well flavored. Oranges and lemons are also grown in quantity and are of high excellence. Citrus fruit production reached the \$1,150,000 mark this past year.

Texas leads the country in the production of the Bermuda onion. Coming principally from the Winter Garden district, this crop is also of considerable importance in several other sections of the state, especially in North Texas and around Houston on the Gulf coast. The crop runs about 2,500,000 bushels.

(Continued to Page 69)

I'LL GIVE YOU BULLDOG COURAGE

IN 48 HOURS

—OR NO COST



DAVID V. BUSH

Are you timid? Bashful? Self-conscious? Afraid of people?—afraid of superiors? Give me 48 hours and I'll make you bristle with bulldog courage—or no cost.

Thousands of men and women are being held back—made miserable—made unhappy. Why? Simply because of bashfulness—self-consciousness—fear of criticism—business worries—and dozens of other fears.

Yet fear is **ABSOLUTELY UNNECESSARY**. I have discovered an amazing method which banishes fear forever! No trouble! No inconvenience. No long waiting for results. My method is perfectly simple—perfectly natural—perfectly logical. It works almost instantly. Try it. You will be astonished! In just a few hours you will find yourself brimming over with splendid new courage—new daring—new self-confidence.

ONLY 50 CENTS

Dr. Bush gives you his secrets of real, he-man courage in his book called "Spunk." It is one of the most startling books ever written. You can't read it without a quickening of your pulse—without a surge of red-blooded courage.

This book is declared to be the masterpiece of Dr. Bush, who has astounded throngs in America's greatest cities and shown thousands the one way to health, prosperity, and self-confidence. Write for this amazing book today. Send only 50 cents in full payment. If you are not delighted, return the book within 5 days and your money will be instantly refunded.

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San Benito, Texas

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SAN BENITO, TEXAS

Dear Buddy:

As HE men were needed Over There to make the world safe for the Democratic Party, so are HE men needed in the great building empire called the Lower Rio Grande Valley of Texas. They are needed here to put the finishing touches on the job of making this the most wonderful and generous place on Earth to live.

Just as sure as the blood of American Pioneers flows in your veins, so sure will you find happiness and prosperity in moving to the Rio Grande Delta and taking part in the final drive to wrest the remaining undeveloped portion of it from the Cactus and Mesquite.

We are speaking figuratively and not literally. Our Mexican labor does most of the actual work. What we mean is that nature, soil and climate smile on the people of a dozen beautiful and wealthy cities of the Valley and on the fragrant and productive Grape Fruit, Orange and Lemon Ranches that dot the luxuriant landscape.

You don't need MUCH money to get started here, but there is probably no territory anywhere that offers more to judicious investors than the North Bank of the Lower Rio Grande.

Come and see us, and let us tell you more about it.

James - Dickinson Co., *Realtors*

18 Years in The Valley

BROWNSVILLE, TEXAS

GREETINGS

World War Fighters and Legionnaires Welcome to Our State

WE APPRECIATE you and will enjoy your stay in our midst. We especially invite you to visit the Lower Rio Grande Valley of Texas,—THE GARDEN SPOT OF THE WORLD—and sincerely wish that you make our office in San Benito, Texas, your headquarters while visiting this section of our country.



VALLEY GIN COMPANY

"All Over the Valley"—"In the Market Every Minute"

G. G. Henson, *President*

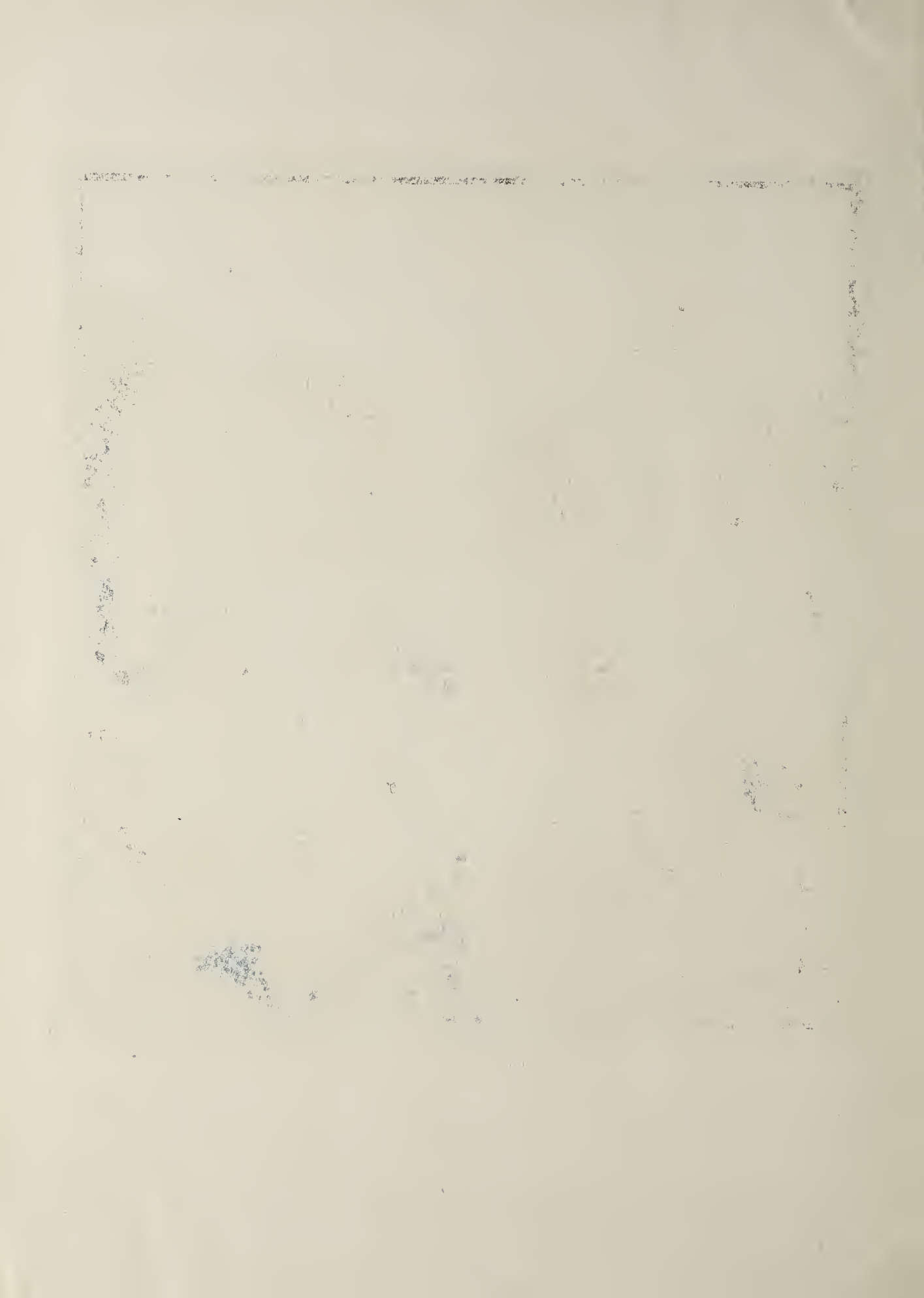
H. P. Wood, *Vice-Pres.*

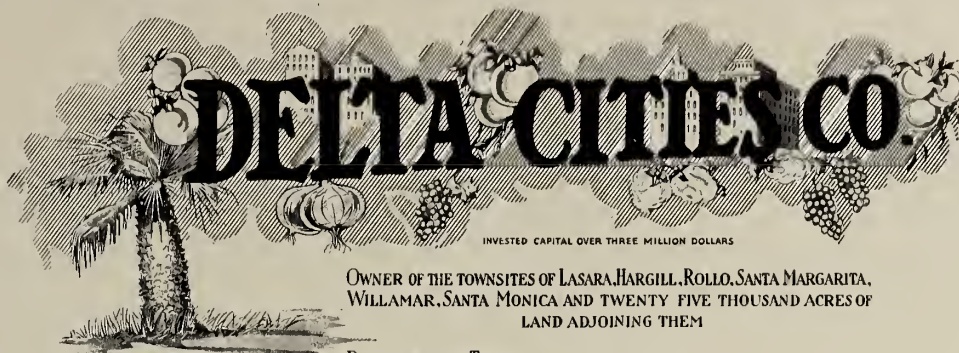
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QUADRANGLE, FORT SAM HOUSTON







*Welcome
American
Legion
Delegates*

*Welcome
American
Legion
Auxiliaries*

W. A. HARDING

Attention! Legionnaires, 40 and 8, Auxiliaries and ex-Service Men

RAYMONDVILLE

destined to be the metropolis of the Northern half of the Magic Rio Grande Valley WELCOMES YOU.

If one per cent of the dissatisfied, discontented citizens of the United States had an honest knowledge of the downright facts as to soil, rainfall, climate and other natural advantages and resources of our section, combined with the happy environment made by man, which includes churches, schools, loyal citizens, etc., our country would be full to overflowing within thirty days, with the heart-hungry and soul-tired, who crave the opportunity of honest industry and escape from merciless toil.

We present W. A. Harding, who after fourteen years experience in the Valley, has cast his lot in our midst. As his crowning achievement he is

now planting the world's largest citrus orchard—a 25,000 acre grove. It will have a palm lined Citrus Boulevard through it, more than thirty miles long. This represents a long experience backed by judgment.

We offer in this same section 10,000 acres of choice citrus and farming land, in tracts ranging from ten acres up. This land is described by Citrus Experts to be the very best possible land in the world, and is equally adaptable to cotton, onions and grain. This land is now cleared, plowed and watered and is ready for the magic touch of men with TRUENESS OF HEART AND STEADFASTNESS OF PURPOSE.

Homebuilders, New Citizens, Investors, write or wire us for any information you may desire.

THE RIO GRANDE VALLEY

(Continued from Page 35)

And there is another advantage, equally great, in this Rio Grande Valley. Its sub-tropical climate removes from the operations of the farm the limitations elsewhere imposed by the cold hand of winter. Every month in the twelve sees the movement marketward of some highly valuable commercial crop.

The specialties of this region, the crops that thrive best in it, are precisely those which command the best market prices. They come on the market when, generally speaking, other sections of the country are unable to compete. Cabbage, beans, peas, lettuce, melons, citrus fruits, turnips, radishes, carrots, onions are among the leading products.

These crops give this "Magic Valley" district rank as probably the leading section in the United States in the production of winter vegetables. In this delta of the Rio Grande, made up for the most part of Cameron and Hidalgo counties, is one of the most notable areas in America for intensified farming.

GROW CITRUS FRUITS!

THE PRINCIPAL industry is citrus fruit growing, which is undergoing a remarkable expansion. Heavy plantings of orange, lemon and grapefruit trees are being added every year to the already large acreages devoted to these crops.

In 1927 nearly 50,000 acres were planted in citrus fruits in Hidalgo county alone. Around 30,000 acres are now bearing there. In Cameron county more than 25,000 acres reached the bearing age last year.

Soil in these two counties, which is a sand and a heavy clay of extraordinary fertility, is unusually well adapted to the cultivation of grapefruit. This fruit reaches a size and flavor in the Rio Grande delta which it attains nowhere else in the United States. The product of the "Magic Valley" commands a premium on every market.

SURPASSES MEN'S DREAMS

PHENOMENAL as has been the development of this territory within the past few years (and one must see it to have even a faint realization of what has been and is going on here), undreamed of possibilities still lie waiting for the coming of the water from the Rio Grande which makes this rare fertility productive to such an amazing degree. Large reclamation projects are being added year by year to the hundreds of thousands of acres to which water is being pumped through irrigation ditches from the river.

It is in this great Southwestern Empire of the Lower Valley and of the Winter Garden and the Laredo district that Texas is making many of its most notable gains in population, in wealth and in income. People from other sections of the nation are being attracted here in extraordinary numbers—drawn by the riches of the territory, the opportunities afforded by the all-year-around season and the comparative ease of great accomplishment.

WILL SEE THIS LAND

SIDE TRIPS to the Mexican Border, which will feature the entertainment program for the Legion's tenth national convention at San Antonio, will afford tens of thousands an unparalleled opportunity to visit this unbelievably fertile territory and see for themselves its rich promise and its already great achievement.

Such are both the promise and the actual accomplishment of this virgin territory that it might well be believed that old Horace Greeley, were he living to give advice to young men of today, might achieve the same measure of fame as he did achieve, by pointing the way to the Southwest.

One of the convention side trips includes a tour of this Lower Valley, through the rapidly growing and progressive cities of Harlingen, Mercedes, Mission, McAllen, Pharr and the others which are making economic history for Texas in this generation. The tour will conclude at Brownsville and at Matamoros across the Rio Grande. There will be that entertainment of fiesta and gala which only the Mexicans on this North American continent know how to put on with such verve and zest and such feeling for the colorful, the romantic, such eye for the dramatic, the well-staged effect.

Welcome to Brownsville

AMERICAN LEGIONNAIRES and
FORTY AND EIGHTS

TELEPHONE ICE WATER
SEDAN and CHAUFFEUR

AT YOUR DISPOSAL WHILE IN
OUR CITY

ROY C. SETHMAN COMPANY

REAL ESTATE LOANS

Across from Valley's Finest Hostelry
(El Jardín Hotel)

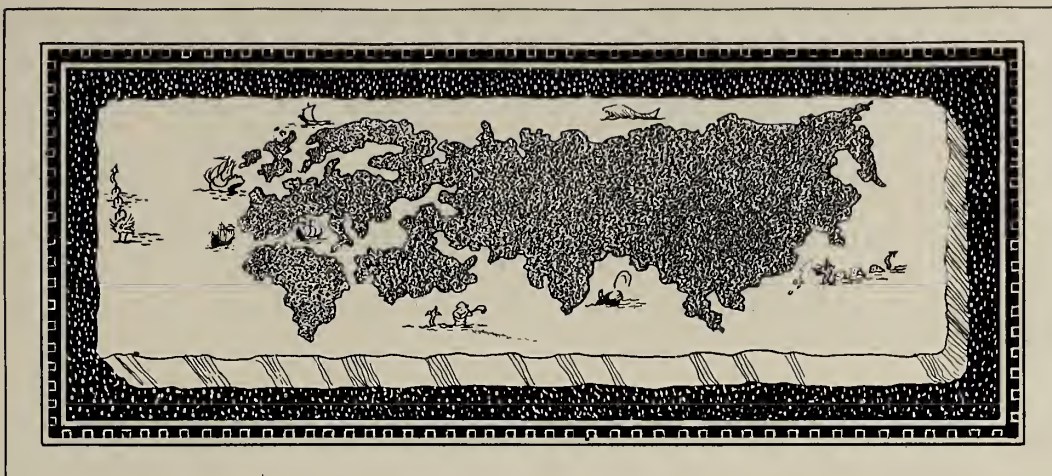
Hertzberg Jewelry Co.

SAN ANTONIO
FOUNDED 1878



JAPANESE GARDEN, BRACKENRIDGE PARK





For years men said the earth was flat~

—and all but a few believed it. They didn't know . . . they hadn't been around to see. It was so because it had been so said.

There was one, in a later day, who said, "Texas is a land of cactus and mesquite . . . a land of sand and bald prairies." Is it so? Seeing is believing.

A trip through South and Southwest Texas will reveal wonders not dreamed . . . grow-



ing cities, thriving industries, orchards, fields of garden vegetables . . . a land vibrant with energy . . . a rich empire overspread with agriculture's magic green carpet. The variety of its soils, the extent of its domain, the greatness of its resources, the spirit of its people, and the story of its annual production make South and Southwest Texas of great importance in the future of America.

Central Power and Light Company

Rendering an essential service to 126 communities in South and Southwest Texas

HEADQUARTERS—SAN ANTONIO

Safety Pays

“**S**AFETY FIRST” to the unthinking person is only a catch phrase. To those who meditate, it has a deeper significance. It stands for the conservation of life and limb; it prevents misery, suffering and sorrow; it means the preservation of our most priceless possession,—Life. These are the humanitarian features of the modern crusade: “*Safety.*”

Financially, Safety is good business because accidents mean waste; accidents cost money. They do not belong in the efficient, up-to-date establishment.

The Safety movement had its inception in industry a few years ago when Management realized that accidents are not necessarily an integral part of production and that when an accident is caused, it shows there is something wrong with the man, the method or the material.

Safe-guards and engineering revision remove mechanical hazards; education eliminates dangerous practices and the “Safe way” becomes the regular way.

And the end is that the workman shall live to enjoy the fruits of his labor; and his mother shall have the comforts of his arm in her old age; that his wife shall not be untimely a widow; that his children shall have a father and that cripples and helpless wrecks who were once strong men shall no longer be a by-product of industry.

TEXAS OPPORTUNITIES (Continued from Page 58)

The Magic Valley and the Winter Garden form two of the major winter and early spring vegetable producing sections of the United States. In the Lower Rio Grande Valley between 300,000 and 400,000 acres are under cultivation. Tentative irrigation projects here would add more than 100,000 acres additional.

CATTLE, SHEEP, GOATS

SO MUCH for Texas crops. The state has enormous tracts of land which are peculiarly adapted to the raising of live stock. Its live stock business is notable both for its magnitude and also for its diversity. In every branch of live stock raising except hogs and dairying the state is among the leaders in the nation.

Texas stands in first place in the number of its sheep, its mules, its beef cattle, its goats. It holds second position among the states in the total value of its live stock. It sends more beef cattle to market than any other state.

Wool and mohair are very important items in the state's treasure chest. Three-fourths of all the mohair produced in the United States comes from the region west of San Antonio and extending beyond the Pecos river.

Poultry raising also is undergoing a very marked development in the state. Chickens and eggs produced in a single year run well towards \$40,000,000. Texas is the leading turkey state in the Union. The value of its turkey crop reaches \$14,000,000 a year. Cuero, not far from San Antonio, is the center of the turkey raising business. There this form of undertaking has grown to the proportions of a community enterprise.

MUCH MANUFACTURING DONE

PRINCIPAL industries in Texas are oil refining, lumbering, cotton seed oil products manufacture, flour and grist milling and meat packing. These account for more than half the total value of the state's manufactured products, which exceeds \$1,000,000,000 a year.

A great variety of timber is produced in the state, giving the commonwealth seventh or eighth position in the nation. The commercial production of timber is confined almost entirely to the eastern part of the state. Among the kinds of lumber marketed are pine, cypress, cedar, oak, red gum, tupelo, ash, hickory, elm, beech, maple, cotton wood, sycamore and several other varieties.

An interesting novelty in the way of production is the development of rubber from the guayule plant. This plant grows west of the Pecos river. It is conceivable that it may some day achieve national and international importance, with the increasing demand for rubber and attempts at restriction of the rubber market.

OIL HITS HIGH FIGURE

IN MINERAL production the commonwealth is fifth in the nation. Its annual income from this source runs between \$250,000,000 and \$375,000,000. Of this amount, oil accounts for all but \$50,000,000.

Petroleum refining is the leading industry in the state. Oil is produced in every one of the five great geographic subdivisions of Texas. The chief new development in recent years has been in the region west of the Pecos river and in the Panhandle. Texas is one of the three leading oil-producing states.

Growing with the Valley

The American Rio Grande Land & Irrigation Company with its five allied institutions is justly proud of the Valley and the part which they have played in its upbuilding. These institutions stand for the sound development of the communities which they serve

Should you come to the Valley either as a tourist or as a prospective resident, these concerns will be glad to serve you in any possible way.

American Rio Grande Land & Irrigation Company

MERCEDES, TEXAS



First National Bank—Mercedes
Elsa Townsite Company—Elsa
First National Bank—Weslaco
Canal Banking Co.—Elsa

United Printing Company—Mercedes

Publishers of

THE VALLEY FARMER
And
THE MERCEDES NEWS

Other minerals obtained on a commercial scale in the state are natural gas, coal and lignite, carbon black, graphite, asphalt, helium, quick silver, cement, clay products, sand and gravel, gypsum, stone, silver and sulphur. Development of many of these has been somewhat hampered by reason of the fact that there have not been at hand, within easy reach, the industries which needed these raw materials in their manufacturing processes.

SECOND IN EXPORTS

TEXAS' exports are exceeded only by those of New York, with Pennsylvania third. They run in the Lone Star State from \$750,000,000 to \$1,000,000,000 a year. Another phase of its marine enterprise is a large commercial production of fish, oysters and shrimp from the coast waters of the Gulf of Mexico.

In keeping with its tremendous area, Texas has the greatest railroad mileage among the states. At the close of 1926, the last year for which figures are available, there were 16,071 miles of main line track.

More new railroad construction has been completed in the last three years in Texas than in any other state. Some new track has been built during this period in every part of the state, but the chief activity along this line has been in the northwestern section and in the Magic Valley of the Lower Rio Grande and the Winter Garden, in keeping with the notable agricultural development, and colonization under way there.

DEVELOPMENT RECENT

ONLY WITHIN this recent period of Texas' long history under six flags has this tremendous economic development been under way. Long, long years went by in the earlier periods of the state's history without even so much as an attempt at colonization, to say nothing of a development of the state's resources.

Shipwreck accounted for what was probably the first landing of white men on the soil of what later became Texas. Cabeza de Baca and his companions, so the story runs, were shipwrecked in 1528, just four centuries ago. They lived for a time among the Indians and most of the company died there. De Baca, however, worked his way across Texas to the Spanish settlements in Mexico.

Fabulous stories of the "Seven Cities of Gold," supposed to be located somewhere to the north of Mexico, reached the Conquistadores and led to the first organized expedition which explored the state. Coronado and his band paused in their search for gold long enough to make the first settlement in Texas, the little town of Ysleta near El Paso.

EARLY HISTORY ROMANTIC

SHIPWRECK a second time brought a band of explorers to the Texas coast—this time none other than the noted French chevalier, La Salle, in search of the mouth of the Mississippi. Driven far from its course by storms, the expedition landed at Lavaca Bay in February, 1685. Fort St. Louis was founded and a colony established.

Setting out with a few followers on the search which lured him ever on, La Salle was killed by one of his own men. The settlement he had started went to pieces. Its only effect on the future course of Texas

Everyone Knows This Legion Post



"Jim, the Legion are certainly pepping things up at their conventions. Did you ever see and hear a gang like that before at any convention? Look at the fun and hilarity that bunch is having — and the music they make—the swing and beat of those drum and bugle corps! It makes my heart beat faster whenever I hear a snappy looking drum corps thunder down the street with their drum and bugle music. I wish we had a corps to represent our Post at this convention."

"Well, why don't we do something about it, Frank? We've talked about it before. You're Commander of the Post now, and here's our chance to get all the dope from some of these corps that are here today. We need a drum corps to pep up and put some spirit into our Post. Let's find out a few things about it and go back armed with the details."

Delegates generally go to conventions and find that their posts are not so well-known as they think them to be. If you have a Drum Corps representing you at your State and National Conventions every legionnaire will have heard about you and your corps.

We've prepared a 48-page booklet endorsed by National Headquarters that tells you how to form and organize a drum and bugle corps. Tells you how to teach the instruments, how the drum major twirls his baton, about uniforms, snappy drills and a raft of instruction on preparation. It is written in simple, non-technical language so anyone can easily understand and apply the instruction in the book. In addition we have a drum corps department composed of Legionnaires who are drummers, who have formed and organized successful corps, and who are ready to help you.

Send us the coupon for this valuable 48-page book. No charge to Legionnaires—Your copy is FREE.

Send the Coupon

Ludwig & Ludwig, 1611-27 North Lincoln St.,
Chicago, Ill. (Drum Corps Department)

Send me your FREE 48-page drum corps book.

Name.....

Address.....

City.....

and American history was to stir the Spanish to efforts to colonize this huge Southwestern empire, which lay as a great middle ground of contention between the Spanish colonization in Mexico and Central and South America, on the one hand, and the French and the English to the east and the north, on the other.

Seeking to hem in the French of Louisiana, the Spaniards established a fort and mission on the Neches river. In the struggle with the French which followed, a long line of missions across Texas was started in 1716. San Antonio, whose site had in 1715 attracted the favorable attention of a French party on their way to Mexico City to negotiate for trade, was founded by Spanish soldiers, missionaries and mechanics, who established Mission Alamo in 1718 and built a village.

THE TURNING POINT

THE NEXT great turning point in the history of the state came with the purchase of Louisiana from Napoleon by the United States in 1803. The French gave way to the on-pressing Americans as rivals with the Spanish for the possession of Texas. American immigration trickled into the country in an ever-increasing stream following the Louisiana Purchase.

A few short years after Mexico won her independence from Spain, Texans sought to wrest their own independence from the former. Late in 1835 the Mexican army was driven out of San Antonio. In February following a large Mexican force under Santa Ana laid siege to the city. On March 2 a convention at Washington on the Brazos declared Texas independent.

The Alamo, in one of the most desperate and most heroic struggles in all recorded history, fell before a Mexican army which outnumbered its defenders more than 30 to 1, on March 6, 1836. In the final victory of San Jacinto on April 21 Texas completed the conquest of its independence. In 1845 it became a state in the American Union.

Today twice "Seven Cities of Gold"—and many an oil well, many a field of cotton, corn and wheat, many a tract of spinach and other vegetables, many a flock and herd, many an orchard of rich fruit—make for this first among all the states a wealth beyond the fondest dreams of Conquistador or king.

TEXAS BUILDING & LOAN ASSOCIATION

*Ask for information about our
Investment Certificates*

WE'RE FROM CHICAGO—NUFF SAID

TURF CAFE

GAME DINNERS IN SEASON

We specialize in Mexican
and American Dishes

H. MATAMOROS,
Tamps, Mexico

The Latch String is Out for the Legion in San Antonio

PLENTY of rooms are available in fine private homes, carefully inspected by this bureau and easily accessible to the convention activities. *And at rates of 75c and \$1.00 per person per day!*

BRING along your band and drum corps. They are being cared for better than ever and at very low rates in schools specially equipped. Good also for stags! *Rates extremely low!*

SAN ANTONIO will care for everybody who comes at very reasonable rates. Make your plans to attend the national convention and send in your reservations through your *Department Adjutant TODAY!*

RALPH W. NEELANDS
Housing Director

TENTH NATIONAL CON-
VENTION BUREAU

THE AMERICAN LEGION
SAN ANTONIO, TEXAS

Cowboy
Champs

Expert
Cowgirls

Toughest
Horses



Trick
Ropers

Bronc
Busters

Steer
Rasslers

"Stay With 'Im, Cowboy!"

Whoopee-ee! Watch 'Em Fall AT Legion Convention Rodeo

CRAMMED every minute with neck-breaking falls, stunts, stirring contests, thrills, action, color, punch—the world's championship rodeo at the Legion national convention will be a spectacle supreme, the greatest of the year. Two hundred cowboys and cowgirls, best that swing a lariat or bestride a bronc, will compete for the biggest cash prizes of 1928. Toughest, out-pitchingest horses from the wildest outlaw herds of the southwest, man-killers among them, have been bought specially for this event. The cattle will be the meanest and wickedest ever seen in a rodeo arena. You mustn't miss out on this!

Tenth National Convention The American Legion

OCTOBER 8th to 12th • 1928

SAN ANTONIO, TEXAS





A LAND CRUISE IN MEXICO

October 12 to October 24, 1928

ON THE THREE NEW RAYMOND-WHITCOMB LAND CRUISE TRAINS, LEAVING SAN ANTONIO IMMEDIATELY AFTER THE CONVENTION. ALL MEMBERS OF THE AMERICAN LEGION AND THE AMERICAN LEGION AUXILIARY ARE ASKED TO JOIN.

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The Land Cruise Trains represent the utmost luxury in train travel. They are as modern as the latest book. Traveling hours are whiled unobtrusively away in the Entertainment Cars, with their movies, music, bridge tables, gymnasiums and Library Lounges. Some Bedrooms have real beds, private baths, etc. Cruise-Directors, assistants and hostesses bear all the burdens. Rates \$295 to \$395 according to type of accommodations on the train.

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Please direct all inquiries to

MR. PHILIP B. STAPP, GENERAL DIRECTOR, TENTH NATIONAL CONVENTION
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